

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLIX. NEW YORK, NOVEMBER 2, 1904.

No. 5.

CITY OF ST. LOUIS, }
STATE OF MISSOURI, } ss.

September 19th 1904.

Personally appeared before me this day, A. P. Coakley, advertising manager of THE WOMAN'S MAGAZINE, St. Louis, Mo., who, being duly sworn, states that he has access to all records necessary to secure an accurate circulation statement of THE WOMAN'S MAGAZINE, and under oath affirms that the circulation of THE WOMAN'S MAGAZINE for the months of October, 1903, to September, 1904, inclusive, was as follows:



October 1903	1,600,843	April 1904	1,568,616
November "	1,608,500	May "	1,565,420
December "	1,580,400	June "	1,607,380
January 1904	1,602,600	July "	1,654,620
February "	1,585,200	August "	1,680,310
March "	1,623,085	September "	1,660,220

Total for Twelve Months, 19,343,194.

Average for Twelve Months 1,611,933 Copies per issue

[SEAL.]

A. P. COAKLEY,

Advertising Manager The Woman's Magazine, St. Louis, Mo.

Subscribed and sworn to before me this Nineteenth day of September, Nineteen Hundred and Four.

[SEAL.]

GEO. L. MOSELLE,

Notary Public, City of St. Louis.

My term expires May 21st, 1907

DISTRIBUTION OF CIRCULATION

Maine.....15,590	Florida.....5,400	South Dakota.....13,106
New Hampshire.....9,800	Alabama.....6,300	Kansas.....37,429
Vermont.....15,650	Mississippi.....4,900	Nebraska.....21,901
Massachusetts.....40,190	Louisiana.....4,500	Oklahoma.....16,413
Connecticut.....23,772	Texas.....29,980	Indian Territory.....4,762
Rhode Island.....5,790	Tennessee.....9,320	Colorado.....8,171
New York.....191,608	Kentucky.....11,732	Utah.....2,274
Pennsylvania.....122,216	Ohio.....125,969	Montana.....4,592
Maryland.....10,550	Indiana.....73,420	Idaho.....3,141
District of Columbia.....3,900	Illinois.....122,641	Wyoming.....2,308
New Jersey.....25,650	Michigan.....63,250	Arizona.....1,006
Delaware.....2,608	Wisconsin.....33,394	New Mexico.....1,704
Virginia.....15,780	Minnesota.....62,720	Washington.....10,962
West Virginia.....16,241	Iowa.....52,249	Oregon.....19,466
North Carolina.....7,790	Missouri.....38,560	California.....23,771
South Carolina.....8,901	Arkansas.....14,027	Canada.....34,640
Georgia.....8,600	North Dakota.....6,600	U. S. Possessions.....2,961
Other Foreign Countries.....3,975		

THE WOMAN'S MAGAZINE

Eastern Office: (Largest Circulation in the World.) Western Office
Flat Iron Bldg., N. Y. City ST. LOUIS, MO. Hartford Bldg., Chicago

WITH THE UNIVERSE
FOR ITS TERRITORY

The Medical Brief

brings Eastern and Western Hemispheres together in trade, as witness:

AVENA PHARMACAL COMPANY,

Proprietors of
Pas-Avena
A Powerful but Harmless
Sedative, Anodyne, Purgative.

MANUFACTURING CHEMISTS

223 East 80th Street,

PAS-AVENA contains NO Morphine or Opium, Bromide, Chloral, Suspense or Paraldehyde, introduced as a substitute for the many various narcotics and antispasmodics now in general use. Possesses a pronounced specific action as a nerve sedative and hypnotic.

New York, Sept. 6th. 1904.

The Medical Brief,

25 West 33rd Str.,

New York City.

Gentlemen:

We are very much pleased to state that our experience with the advertising of the Medical Brief has been very satisfactory indeed. Our inquiries coming from all parts of the English speaking world especially from England, India and Australia, demonstrates to us that your valuable publication is one covering an immense field.

Besides it might interest you to know that the inquiries from our advertisement in your publication are greater than those received from any other Medical Journal in which we advertise.

Very truly yours,

AVENA PHARMACAL COMPANY.



The influence of the advertising columns of the Medical Brief, with the largest circulation of any medical journal in the world, is as potent abroad as at home.

SAMPLE COPY AND RATES FOR THE ASKING.

OFFICES:

Ninth and Olive Streets, St. Louis, Mo.

Masonic Temple Bldg., Chicago.

Astor Court Bldg., New York.

Foreign Office: Auckland House, Basinghall Avenue,

London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

VOL. XLIX.

NEW YORK, NOVEMBER 2, 1904.

No. 5.

"A KALAMAZOO DIRECT TO YOU."

THE TERSE AND SIMPLE STORY OF A HALF MILLION DOLLAR BUSINESS BUILT IN TWO YEARS.

From Chicago to Kalamazoo is a distance of \$3.64, as the expense account of every advertising man in Chicago, who has to pay railway fare, shows with frequent regularity.

For Kalamazoo has in the past few months become a regular stopping place for advertising men. Solicitors do not swarm there as they did at the adjoining town of Battle Creek in the palmy days of health foods, but they come and go frequently enough to keep a path pretty well worn from the railway station to the office of Thompson.

Thompson? Oh, he's the man who sells "A Kalamazoo Direct to You."

His other name is William; he's vice-president and general manager of the Kalamazoo Stove Company, and he's doing a mail order business of half a million dollars in what is practically his second year of business.

A pretty good record and PRINTERS' INK thought it worth looking into.

It was.

Mr. Thompson is a man of clear, clean-cut features; a smooth face; thin, determined lips, a jaw that looks like it could grip things; a pair of eyes that twinkle on occasions, but for the most part look into and through whatever is before them with imperturbable calmness—the sort of a man you'd pick for a winner anywhere.

"Certainly," said he, "I'll tell you anything I consistently can. The story isn't a long one. We organ-

ized the Kalamazoo Stove Company a little more than three years ago. Began the erection of a factory in September, 1901. We had stoves ready by the middle of April, 1902, and started our preliminary advertising about that time. I suppose that's the side of the story in which you are most interested. Well, from April to December 31, we spent about \$18,000 in newspaper advertising—mostly in agricultural papers. We issued a catalogue, started our follow-up systems and in May sold 26 stoves. From then to September we averaged about 30 a month, but with the opening of fall trade we found ourselves doing better and by January 1st, had done a business of \$40,000.

"This business was done on practically three stoves—a steel range, a steel cook stove and an Oak Heater.

"In January, 1903, we added two heaters to our line, doubled our advertising appropriation, and during the year sold about \$200,000 worth of stoves and ranges. We used farm papers, the best of the magazines and a few high-grade weeklies, and broke into every State in the Union.

"With the beginning of 1904 we still further increased our line by adding high-grade patterns of cast-iron stoves and ranges, and this Fall we have added a cast-iron hard coal range, designed principally for the Eastern and city trade, a high-grade base burner and two other heating stoves. I mention the increase of our line in this way, because I consider it an important element of our success. We have felt our way and have added what the public wants, without cumbering our factory and ware-

house with what the public is not going to buy.

"We nearly doubled our advertising appropriation for 1904, spending approximately \$75,000. We have two months yet to go, but I'm safe in saying that we'll do a \$500,000 business in the year.

"And that's our story."

"And next year?"

"Well, I don't think it will be necessary to double our advertising expenditure. I say 'necessary,' when I probably mean 'possible.' We shall likely spend \$100,000 and that will bring us all the business we can take care of.

"Our first factory had a capacity of forty stoves a day, and a good many stove men shook their heads and wondered what was the matter with Thompson. Last year we put up a two story building 85x25, and this year we have added a new moulding shop 286x125 feet and a two story warehouse 128x120, giving us a total floor space of nearly three acres and a daily capacity of 150 stoves.

"We will now build a warehouse 300x220 feet, with a storage capacity of 25,000 stoves."

"To what do you attribute the remarkable success of your company?"

"Well," replied Mr. Thompson, "I think there are a few fundamental requirements for success in selling goods by mail. We have tried to meet those requirements; they might be grouped under these heads:

"Absolute honesty—advertising to do something and then *do it*.

"Give the best article possible for the lowest possible price.

"Give the customer the full advantage of any saving you can make, or any betterment in quality, and

"Money back without any talk.

"These requirements are not easy to meet. They pre-suppose an intimate knowledge of the trade you are catering to, exceptional facilities for meeting the demands of the trade; a large bunch of confidence in human nature and sufficient grit to hang on when things are not coming your way as rapidly as you expected.

"I had served an apprenticeship in the stove business of 31 years—both in the commercial end and the manufacturing end of the business. I knew something about the expenses of selling through dealers—not only the legitimate expenses, but the incidental expenses of trying to meet the notions of salesmen as to the demands of their respective territories—often resulting in putting an elaborate line on the market that falls perfectly flat—the expense of bad accounts and the other things that drive the average manufacturer to the wall. We organized our company, equipped our factory, selected our line, employed our force in office and with the sole idea of meeting the requirements of selling by mail direct from the factory—our factory—and that's why we guarantee to sell our customer a better article for less money than his local dealer *pays* for a stove or range of anything like the same quality. We guarantee our customers that if we added \$100 to the price of a stove or range, we couldn't give them a better.

"You see the point? We specialize in manufacturing and therefore can produce our own special line at less cost than the general manufacturer who has a thousand patterns in his foundry. We sell a hundred stoves for as small a selling expense—or smaller—than the manufacturer. We leave no bad debts, and there you are. Why shouldn't we undersell him.

"I don't pretend to be a prophet," Mr. Thompson continued, "but I am firmly convinced of this:

"Mail order selling is in its infancy, but its future development, will not be along the lines of big merchandising houses; it will be 'direct from the factory to the customer': the business will be specialized. More than that, the manufacturing establishment that does business on the mail order plan, must be organized distinctly for that purpose. I don't believe an old line manufacturer can successfully switch his business to the new plan."

"You use an extensive 'follow-up system'?"

"That's half the battle. We work

(Continued on page 6.)

Little Lessons in Publicity.—New Series.—A.

Members in Good Standing

An introduction to the best society must be obtained through a member in good standing. An advertiser, to reach the best families of a city, must be introduced through a newspaper in good standing. Each of the following evening papers is **the** "member in good standing" in its respective community.

THE EVENING STAR

will introduce you to all the families of Washington worth reaching.

THE BALTIMORE NEWS

will introduce you to more families of Baltimore than any other newspaper.

THE INDIANAPOLIS NEWS

will introduce you to the best Hoosier families throughout Indianapolis and Indiana.

THE MONTREAL STAR

will introduce you to ninety-two per cent of the English-speaking families of Montreal.

THE MINNEAPOLIS JOURNAL

will introduce you to ninety per cent of the families of the purchasing class in Minneapolis.

An introduction to these high-grade, afternoon dailies is not necessary. They are well known by reason of their maintenance of rates and conditions, their fair and impartial treatment of all patrons and their clean columns.

DAN A. CARROLL,

Special Representative,

**Tribune Building
New York**

**Tribune Building
Chicago**

every inquiry we receive very thoroughly—sending from three to five letters. Our third letter asks a list of questions, in an effort to find out why we have failed to land the order. This, in a large percentage of cases, brings back a reply which gives us some tangible ground on which to work. To the first inquiry that reached our office we did not make a sale for nearly a year; we now make an occasional sale to inquiries more than two years old, but as a rule the sale is made early in the game or not at all.

"We do not send our new catalogue to old names—sending simply an announcement when we issue a new book. If the announcement brings a request for catalogue, we regard it as an old inquiry but put it through the follow-up system again."

"You key your advertisements?"

"Simply by using a catalogue number. In this way we trace about two-thirds of our inquiries. We do not worry about the other third, but we make a diligent effort to trace to its source every actual sale—and on such data we base our estimate of the value of an advertising medium."

"We discovered very early, what we suppose most successful, advertisers have discovered, that the medium which brings the largest number of inquiries—or inquiries at the lowest cost—very frequently is not the most profitable medium."

"In tracing sales, we use a return postal card, like this:

IT is quite necessary for our advertising department to know what paper, magazine, friend or customer caused you to send for our Catalog, and as you have kindly favored us with your order, it becomes more necessary for us to have this information, and we thank you in advance for filling out the enclosed blank and mailing this card to

KALAMAZOO STOVE CO.,

Kalamazoo, Mich.

KALAMAZOO STOVE COMPANY
ADVERTISING DEPARTMENT

We were influenced to send for your Catalog
by reading your advertisement in the.....

or by the recommendation of.....

Name.....

Place.....

County.....

State.....

"We send this to all untraced sales, and in this way are able to

give proper credit for eighty per cent or ninety per cent. It is surprising how frequently these cards come back bearing the name of a customer instead of a paper or magazine. 'Mrs. So-and-so has one of your stoves and recommended it.' In recent months close to one quarter of our sales have come from this source and the percentage is constantly increasing."

"What is the relative proportion of your sales and inquiries?"

"The percentage of sales has gradually increased. They average now about 22 per cent—more than one sale to every five inquiries. I expect the entire year to show one to four or a little better."

"What class of publications have you found most valuable?"

"I can hardly give a fair answer to that question, as our leaders have been individual papers in several classes. As a whole, however, the farm papers have not only brought us inquiries at the least cost, but have also made the largest proportion of sales. This is probably because up to the present time, the rural citizen has been the largest mail order buyer. He's educated up to it, but his city brother and especially his city sister is learning rapidly."

"*Collier's Weekly* and the *Saturday Evening Post* have both done excellent service for us, as have the strictly woman's magazines. In Indiana and Michigan we have used local newspapers with fair results, although in several Indiana towns and in Battle Creek, Michigan, local merchants' associations by threats prevailed upon the publishers to decline the advertising. "We took the matter up with the postoffice department, but obtained no satisfaction, so we posted the towns, liberally, telling on the posters the story of the declined advertisements and have pulled more business out of them than we could have done through the local papers."

"There was a curious incident in connection with the Battle Creek case. At the meeting in which the publisher was prevailed upon to decline our advertisements, on the

grounds that 'every man should support his own town,' committees were appointed to arrange for trade excursions from surrounding towns to Battle Creek."

"You have done some posting?"

"Only to a limited extent. I do not believe in our line we can get direct returns from the billboard as cheaply as we can get them from newspapers, but the publicity effect is certainly good and it stimulates newspaper inquiries."

"What has been your experience, Mr. Thompson, as to the relative value of large space and small space?"

"Depends on what you mean by small space. As a rule, I'd say you're compounding felony when you use small space. When you're hungry you want a good square meal, not a little hand-out. We have increased the size of our advertisements from the start. I believe the full pages used recently were as good investments in publicity as we have ever made."

"What sort of copy, Mr. Thompson?"

"I prefer the sort of copy we're using; if you're familiar with that, you have our ideas of copy for our business. Our advertising has been handled from the start by the Long-Critchfield Corporation of Chicago. The copy has been prepared by Mr. Morrow, under my direction. The idea has been to present as briefly, and as much to the point, as possible the salient features of the Kalamazoo plan, in the manner that will inspire in the reader the greatest amount of confidence. That has been our sole aim from the start—to win the reader's confidence. When we once do that the rest is easy."

"You can only win that confidence by deserving it. You must, as I said awhile ago, give your customer every advantage you can. For example: We issued a new price list on September 1, making a reduction in price of \$1 to \$2 on certain stoves. We are now getting in orders from catalogues mailed prior to September 1st. In every case we return to the customer the difference between the old price and the new."



Business the Chief American Interest

WE are a nation of business men engaged in the inauguration, promotion and development of great industries. Our most burning problems are bound up with our businesses. Our most stirring writers to-day are those who are piercing the heart of modern business problems. *McClure's* is the magazine which reflects and possesses this attitude of mind. It is read by two million active business men or by women who are the inspiration of these men to greater business achievements. That is why its pages are the place for the story of your business achievements. The world should be your market, and *McClure's* is the

Market Place of the World

S. S. McCLURE COMPANY

CURTIS P. BRADY

Manager Advertising Department, New York

FREDERICK C. LITTLE FREDERICK E. M. COLE
Western Representatives
Marquette Building, Chicago

EGERTON CHICHESTER
New England Representative
Penn Mutual Bldg., Boston

A NEW BASIS FOR AGENCY MANAGEMENT.

Articles of incorporation were recently taken out under the laws of New York State for a concern known as the United Advertising Agencies. This corporation, which begins business at 1164 Broadway, New York City, on November 1, represents a very interesting development in the manner of conducting advertising agency business. It is a corporation that takes upon itself all the routine work of two prominent existing advertising agencies—the Magill Advertising Service and the North American Advertising Corporation, both of New York. These two agencies, together with the United Advertising Agencies, which was incorporated by their active managers, will occupy an entire floor at the Broadway offices. Each of the two agencies will retain its own clients and identity, and work wholly upon an independent basis. But every detail of checking, filing, corresponding in reference to wrong insertions—all routine work of both agencies, in fact—will be assumed by the United Advertising Agencies. It is expected that the expenses of each will be so materially reduced under this arrangement that clients can be given better service.

"The advertising agent is being persistently squeezed by both publisher and advertiser," said F. L. Perrine, of the North American Advertising Corporation. "His problem is that of giving the better and better service demanded by the advertiser for the inflexible commission granted by the publisher. In some instances his commission has been reduced. Clearly, the only course left for him is to reduce his operating expenses in a way that will not affect the efficiency of his service. By turning the routine work over to this third corporation we shall be able to conduct the business of this agency and the Magill Service on a more economical basis, leaving each of us with more time to attend to the vital work of our clients' advertising, and in other

ways increasing our facilities for individual, up-to-date service. By reducing operating expenses per thousand we shall also be able to turn our attention to new accounts. There is also a material saving in rent and other expenses.

"Both agencies handle business for their clients on a service charge to the latter of fifteen per cent. It has been found impracticable to charge less and conduct the business at a reasonable profit over operating expenses. Commissions paid to us as agents are paid to our clients. The United Advertising Agencies will handle the routine of none but our two concerns at the outset, it being desirable that agencies working under such an arrangement should be entirely harmonious. There is no reason, however, why a third, or a fourth agency might not be added, or as many as ten, each working along independent lines so far as the creation and handling of business were concerned. The new corporation would simply attend to checking and routine for all."

The North American Advertising Corporation was organized about eighteen months ago, and under the management of Mr. Perrine, formerly advertising manager for Hall & Ruckel, has acquired a number of excellent accounts, among them the Singer Sewing Machine Co., Ingersoll Watches, Corticelli Silks, Spencerian Pens, Wm. Nixey Black Lead Products, Jeyes Sanitary Compounds Co., London, etc. A downtown office will be maintained at 100 William street for the reception of copy and cuts.

The Magill Advertising Service, formerly in the "Flatiron" Building, is managed by William A. Magill, for many years advertising manager of the H-O Company, Buffalo. It conducts a general advertising business in both newspapers and magazines, and makes a specialty of the preparation of copy, plans and follow-up literature.

A SMALL but complete folder describes the Nevorskip spark plug for automobiles made by the Post & Lester Co., Hartford, Conn.

1869 AND 1904.

In the year 1869 the advertising agency of George P. Rowell & Co. issued the first complete directory of American newspapers. The objects had in mind were set forth in the preface of the initial volume, reproduced below. The Directory has been issued regularly ever since and work upon its thirty-seventh annual volume is now about to be taken in hand.

PREFACE TO VOL. I. 1869.

To meet a demand which we—in common with other advertising agencies, and a large mass of the outside public—have long felt to be an important one, is the object of the present volume. When our agency was established, four years ago, we found it exceedingly difficult to procure lists of newspapers of any kind, and these were scattered through almanacs, directories, registers, etc., in such a way as to render a complete list out of the question, and a comparatively correct one impossible. At considerable expense and trouble, something like twelve States, all told, could be thus collected, while double that number remained entirely unrepresented.

A small volume, published in 1861, purported to contain the names of all newspapers issued, but experience taught us that a large proportion of these had long before ceased to exist, while an equal number, springing up in their places, remained unnoticed by the author. A correct list in a single State was then of great value, while a complete directory would have commanded a large and remunerative sale. In proof of this, we instance a gentleman of our acquaintance who, shortly after the close of the late war, secured a list of papers in the Southern States, compiled with considerable accuracy, and this was regarded as of so much value by advertisers that single copies were, without difficulty, sold for the sum of one hundred and fifty dollars.

It is true, every advertising agency possesses lists more or less correct, but each one looked upon them rather as a part of the stock in trade than for public examination. They were and still are by many, guarded with great vigilance and care, while to possess them requires the surmounting of many difficulties. In this way the advertiser—of necessity, in a great measure, unfamiliar with the best mediums—has been forced to leave their selection to his agent, who, in some cases, it may well be feared, consulted his own interests rather than those of his customer, by giving the preference to such publications as would yield him largest profit, and with which he could transact the business most agreeably.

For these and similar reasons, as well as to obviate difficulties we were daily encountering in our intercourse with customers, we determined to introduce

the newspaper press more generally to the public than had ever before been done, believing we should thereby increase our own business and best serve the interests of our customers, since, with a complete Directory in their possession, they could at once, and without further trouble, obtain that information concerning the best advertising mediums, their location, characteristics, etc., of most importance to them.

Keeping this object steadily in view, in November, 1866, we issued the first number of the *Advertisers' Gazette*, which met with such unexpected success that it has since been continued regularly, and has gained an enviable position among the country's publications. In it we published, from month to month, lists of newspapers in different sections, until every State had appeared, together with new newspapers, consolidations, suspensions, changes, removals, etc. The lists, afterwards printed in pamphlet form and at a moderate price, secured a large sale among advertisers, and obtained no little notoriety. But the information they gave was not sufficient. The name of the paper and place of publication alone was given, so that one could not judge which was best or most profitable for his use. We have been frequently importuned by our customers to publish more general information, but the difficulty of obtaining such as would be reliable has heretofore prevented our undertaking the enterprise. The task is by no means a light one, nor can it be speedily accomplished. Of the five thousand blanks first forwarded to publishers, with a particular request that they be filled out and returned, in order that their papers might be properly presented in the forthcoming Directory, less than five hundred were responded to.

Determined, nevertheless, to accomplish our purpose, we placed the matter in charge of a competent editor, as thoroughly versed in the subject as any person could be from an experience and observation of several years. After nearly a year of constant labor, devoted to correspondence, gazetteers, atlases, directories, and publications of all kinds bearing on the subject, he has succeeded in compiling the information in the following pages.

That, notwithstanding all our care and research, the work will be found to contain imperfections, we doubt not. It has been our aim to surmount all obstacles as far as possible, and present, as accurately as we could, the facts connected with each paper; but as the newspaper world is constantly changing, (fifteen new publications on an average appearing every month, while suspensions, consolidations, etc., are numerous,) a work of this kind can never be done; hence we propose to regard the present work rather as AN ANNUAL, which shall be published at a stated time each year, with corrections, addenda, etc. Pursuing this course we are confident our Directory will be found a reliable index to the newspapers of America.

We have always believed, and labored in the belief, that, as advertising agents, it was and should be in our power to be

of material service to both advertiser and publisher, and we know no better way to convince them of the value of our services than by issuing this book, thus enabling them to communicate without our aid; this we do in the belief that we shall thereby the sooner persuade them of the utility of employing and encouraging our agency.

We take this opportunity to say to newspaper publishers, that in our intercourse with all parties we intend to deal on strictly conscientious principles. We never shall charge an advertiser any more than he would be required to pay at the office of publication, if we know it. And, although we will not take business, when we can well avoid it, for those papers not allowing us a commission, yet shall give those papers a decided preference over such as, while claiming to allow the usual commission, dishonestly add the amount to their cash charge, or make a practice of allowing the commission to every one who asks for or demands it, without any effort to protect the honest agent.

We are free to admit we consider the commission usually allowed agents too great, and recommend its reduction to a figure which will make it a less onerous tax upon the publisher. In this way the reliable agent will, as he ought, be a greater benefit to all parties.

With this explanation of our objects and wishes, we submit our book to the kind consideration of the public, more particularly the advertising public, and trust that in its compilation and issue we may be allowed to have performed good service.

Geo. P. Rowell & Co., Publishers.
New York, January 1, 1869.

The *Advertisers' Gazette*, referred to in the preface, was the precursor of the present **PRINTERS' INK**. It was published several years, subjected to numerous changes, and finally passed out of existence, to be eventually revived in the permanent form, known, for a dozen years and more, as the *Little Schoolmaster in the Art of Advertising*.

The advertising agency of Geo. P. Rowell & Co., is still doing business and Mr. Rowell is still the senior partner, although the active management is in the hands of younger men; Mr. Wm. F. Hamblin and Frank W. Tully having for some time had the laboring oar. Mr. Rowell has for many years been the sole owner of the Directory, Messrs. Hamblin and Tully having no proprietary interest in its publication, nor in **PRINTERS' INK**, both of which are at present conducted under the supervision of Mr. Charles J.

Zingg, who is in control as business manager and editor.

Mr. Zingg believes that a newspaper directory and a weekly advertising journal, both conducted absolutely independent from an advertising agency will ultimately receive the undivided good will and the hearty co-operation of all honest publishers. He hopes and believes that he can convince the honorable publisher of a newspaper or a magazine or any other sort of periodical that **PRINTERS' INK** and the American Newspaper Directory go hand-in-hand in promoting the business interests of the American Press. Under his policy of conducting **PRINTERS' INK** and the American Newspaper Directory all trade exchange deals have been absolutely discontinued and all business for the two publications is solicited solely upon the basis of merit. No other test is asked and on no other basis will business be welcome. He says it may seem like boasting, but he believes that the true mission of **PRINTERS' INK** and the American Newspaper Directory has just begun.

Below is reproduced, from the Directory for 1869, a table that purports to be a list of newspapers and periodicals claiming at that time to have more than 20,000 circulation each issue, with actual amount of circulation given in each case, according to the best accessible authority.

ALABAMA.	
Mobile, Register, weekly	20,000
DISTRICT OF COLUMBIA.	
Washington, National Intelligencer, w'ky	21,000
ILLINOIS.	
Chicago, Times, daily	28,000
Chicago, Times, weekly	30,000
Chicago, Tribune, daily	30,000
Chicago, Tribune, weekly	41,000
Chicago, North-west's Christ'n Advocate,	20,000
Chicago, Prairie Farmer,	25,000
Chicago, Western Rural,	25,000
Chicago, Little Corporal,	20,000
KENTUCKY.	
Louisville, Courier-Journal, weekly,	22,000
MASSACHUSETTS.	
Boston, Journal, daily,	28,000
Boston, Herald, daily,	30,000
Boston, Congregationalist,	27,000
Boston, Cultivator,	20,448
Boston, Every Saturday,	20,800
Boston, Pilot,	40,000
Boston, Watchman and Reflector,	21,000
Boston, Waverly Magazine,	40,000
Boston, Youths' Companion,	50,000
Boston, Atlantic Monthly,	50,000
Boston, Ballou's Monthly Magazine,	75,000
Boston, Missionary Herald,	20,000
Boston, Our Young Folks,	40,000
MICHIGAN.	
Detroit, Advertiser and Tribune, weekly,	20,000

NEW JERSEY.	
New Brunswick, Rural American,	30,000
NEW YORK.	
Albany, Journal, weekly,	30,000
New York, Pomeroy's Democrat,	975,000
New York, Herald, daily,	65,000
New York, News, daily,	48,000
New York, Staats Zeitung, daily,	41,500
New York, Staats Zeitung, weekly,	20,000
New York, Staats Zeitung, Sunday,	62,500
New York, Sun, daily,	47,000
New York, Times, daily,	35,000
New York, Tribune, daily,	43,000
New York, Tribune, weekly,	100,000
New York, World, daily,	35,000
New York, World, weekly,	75,000
New York, Belletristisches Journal,	33,000
New York, Christian Advocate,	20,000
New York, Chimney Corner,	66,000
New York, Day Book,	35,000
New York, Dispatch,	30,000
New York, Examiner and Chronicle,	36,000
New York, Frank Leslie's Illustrated Newspaper,	70,000
New York, Frank Leslie's Illustrated Zeitung,	25,000
New York, Harper's Bazar,	70,000
New York, Harper's Weekly,	100,000
New York, Health and Home,	40,000
New York, Independent,	68,000
New York, Irish American,	34,500
New York, Literary Album,	10,000
New York, Moore's Rural New Yorker,	80,000
New York, Observer,	35,000
New York, Scientific American,	35,000
New York, Soldiers' Friend, monthly,	41,000
New York, Sunday Mercury,	65,000
New York, Weekly,	100,000
New York, American Agriculturist,	100,000
New York, Amer. Phenological Journal,	30,000
New York, Demorest's Illustrated Monthly,	58,000
New York, Frank Leslie's Budget of Fun,	25,000
New York, Frank Leslie's Ladies' Magazine,	50,000
New York, Harper's Monthly Magazine,	112,000
New York, Pleasant Hours,	34,000
New York, Teacher and American Educational Monthly,	26,000
OHIO.	
Cincinnati, Enquirer, weekly,	70,000
Cincinnati, Gazette, weekly,	60,000
Cincinnati, Times, weekly,	70,000
Cincinnati, Western Christian Advocate,	55,000
Cincinnati, Ladies' Repository,	33,500
Toledo, Blade, weekly,	75,000
PENNSYLVANIA.	
Philadelphia, Public Ledger,	62,000
Philadelphia, Saturday Evening Post,	30,000
Philadelphia, Saturday Night,	111,000
Philadelphia, Sunday Mercury,	22,000
Philadelphia, Arthur's Home Magazine,	30,000
Philadelphia, Godey's Lady's Book,	106,000
Philadelphia, Journal of the Farm,	25,000
Philadelphia, Our Schoolday Visitor,	30,000
Philadelphia, Peoples' Journal,	30,000
Philadelphia, Peterson's Ladies' Mag.,	140,000

It is interesting to note that in 1869 there were not so many as a dozen periodicals claiming to print so many as 100,000 copies, and that the one publication, *Pomeroy's Democrat*, asserting prominence over all others in point of average issue, has been dead so long that few advertisers of the present day remember that it ever had existence at all.

"THE Heating of the Home," a booklet from the Mellott Heating Co., Pittsburgh, is a complete treatise on heating and ventilation, as well as an excellent brochure for the company's natural gas furnaces.

A NOVEL combination booklet divided into two sections, sent out locally by D. M. Read Co., Bridgeport, Conn., calls attention to new lines of women's wear and art furniture. Pictures tell the story.

Publishers' Advertising

More publishers' advertising appears in THE CHICAGO RECORD-HERALD than in any other newspaper in the entire West. Book reviews are a daily feature.

Quality and Quantity

The daily RECORD-HERALD has the largest circulation of any newspaper in the United States selling for more than one cent, whether morning or evening.

Average daily circulation for nine months, 1904.....

Average Sunday circulation for nine months, 1904.....

Annual Book Number

The Annual Book Number of THE RECORD-HERALD will appear on Saturday, November 26.

The Toronto Star

offers special advantages to advertisers. Sworn daily circulation

31,573

This represents an advance of over 50 per cent in circulation since present rate card was adopted. If you are going into Canadian field, better investigate.

The STAR publishes more general advertising than any other paper in Toronto.

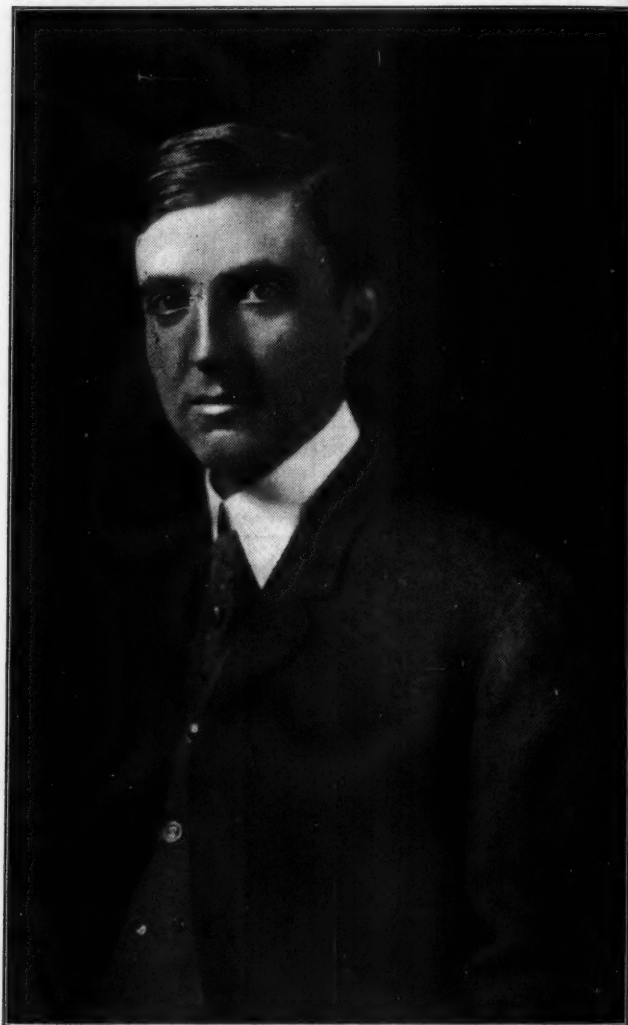
Sworn detailed statement of circulation on application.

THE STAR - TORONTO

DAN A. CARROLL.

One of the youngest New York
special agents is Dan A. Carroll,

daily newspapers in the country, if
not the most important—the Wash-
ington *Star*, Baltimore *News*, In-
dianapolis *News*, Montreal *Star*



MR. DAN A. CARROLL.

who has succeeded M. Lee Starke and Minneapolis *Journal*. Mr.
in the representation of what is Carroll is only twenty-seven years
probably the most cohesive list of old, and his selection to fill a post

carrying a high salary and many responsibilities was something of a surprise in New York publishing and advertising circles. His career of eight years in advertising has been an active and practical one, however, and it is likely that he will live up to the standard set by a most aggressive predecessor.

Mr. Carroll was born in Port Huron, Mich., and grew up in the small city of Flint, in the same State. His newspaper career began ten years ago as local correspondent for the *Detroit Journal*. After some lively political work for that paper he joined its circulation department, serving two years as manager of State agencies. From there he graduated into the advertising department, which he had learned to regard as the most attractive end of a daily paper, and from solicitor rose to be an important man in advising the paper's retail clients. Several years were spent in writing advertisements and suggesting advertising policies to local advertisers, and besides doing the *Journal* a great deal of good Mr. Carroll got an invaluable insight into merchandising methods. Two years ago he left the *Journal* staff to join Mr. Starke, whom he served for eighteen months, attending to New York business and traveling. Last May the *Detroit Journal* recalled him and made him advertising manager. It is said that he has done much to give the *Journal* a high standing with Detroit advertisers. Among other methods he inaugurated a series of "Little Lessons in Publicity," consisting of short talks on Detroit advertising conditions, printed twice a week.

The traditions of the Starke list will be carried out ably by Mr. Carroll, for his entire training has been in the afternoon newspaper field. He believes in that particular medium with real enthusiasm, not as the only medium, necessarily, but as the best among the several good ones. He advocates known circulation, too, and clean advertising.

"The integrity of this list is founded on Mr. Starke's principles,

and I shall adhere to them carefully," said Mr. Carroll on his arrival in New York. "In other details there will be changes in the management of the list. Mr. Starke's methods were infused with his personality. To copy them blindly would be poor policy, and I shall inaugurate methods of my own in going after business. My publishers have given me unbounded confidence and plenty of leeway to work in. Some apologies are necessary on the score of my age—I feel rather young in years, at least. But the years that I have spent in the newspaper field were busy ones, full of practical experience. I have worked hard, and have tried to work on principles. The year and a half that I spent in the New York special field was very valuable to me.

"It will be of interest to PRINTERS' INK to know that the page in the *Little Schoolmaster* used the past year in combination by the *Washington Star*, *Baltimore News*, *Indianapolis News*, *Montreal Star* and *Minneapolis Journal*, will be continued. Upon the announcement of Mr. Starke's resignation the ad was stopped temporarily and the page filled with an ad for the Derrick agency. But after a year's steady advertising in PRINTERS' INK the publishers of these five papers would not entertain the notion of discontinuing advertising."

Mr. Carroll's place as advertising manager of the *Detroit Journal* has been filled by D. W. Shives, who was associated with him on that paper.

"HARDY Plants of Uncommon Worth" was a timely booklet sent out during the autumn season by Thomas Meehan & Sons, seedsmen and nurserymen, Philadelphia. It gave a complete list of plants and shrubs suitable for fall planting.

The German Weekly
of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 152,062. Rate 35c.



Put in Your Thumb

If editorial appearance counts for anything *The Booklovers Magazine* is a success. It has the right look about it. Some good critics say it is the most beautiful magazine published.

If advertising patronage counts for anything *The Booklovers Magazine* is a success. You would not find 100 pages of advertising in a single number (see the November issue) unless previous tests by advertisers and agents had proved it a paying medium.

If circulation counts for anything *The Booklovers Magazine* is a success because the publication is only at the end of its second year, yet 145,000 copies will be necessary to supply the demand for the December number.

If you want to reach well-to-do people exclusively and in the right way,

Put in Your Thumb

THE BOOKLOVERS MAGAZINE

1323 Walnut St., Philadelphia

FRANK G. SMITH, Advertising Manager, Philadelphia

DAVID D. LEE, Eastern Representative, New York City

PHILIP J. SYMS, Western Representative, Chicago

O. H. CARRINGTON, General Representative, Philadelphia



"Derrick" represents power

"Starke" means strength

(See Standard Dictionary)

If you want Power and Strength in your advertising, secure the services of DERRICK and STARKE.

The Derrick service is known the world over for its Power.

The Starke service has been the Strength, practically, of many a weak advertising campaign.

Main Office: Tribune Building. New York City.

Branch Offices: London, Sydney, Cape Town,
Buenos Ayres, City of Mexico, Paris and Berlin.

We will prepare an estimate of cost of introduction and exploitation in any part of the world. When requested, we will secure reliable local sales agents or managers in any country in the world.

The Paul E. Derrick Advertising Agency

(The only International Advertising Agency.)

NEW YORK, Tribune Building—34 Norfolk Street, Strand, W. C., LONDON

HIS SUPREME CONFIDENCE.

THE STAR PUBLISHING COMPANY,
12-14 St. James Place,

Robert P. Habgood, Pres. and Gen. Mgr.
(Always address the Company.)
BRADFORD, Pa., Oct. 22, 1904.

Editor of PRINTERS' INK:

I beg to call your attention to the fact that in the current number of **PRINTERS' INK**, dated October 19th, a list of the members of the International Advertising Association appears, in which the **Star Publishing Company** is shown at Bedford, Pa. Am sure you will admit that a case of mistaken identity is as bad as a counterfeit trademark, and assure you we are proud of the fact that the *Star* is the only paper outside of the largest cities in this country that is a member of the I. A. A., and there are comparatively few in fact of the papers in large cities that have recognized the value of the association as quickly as we have.

In our application for membership, we desired that the enrollment should be made as follows: *R. P. Habgood, Evening Star, Bradford, Pa.*, and if it is not asking too much, will you kindly see that we are so enrolled on your records and on the printed matter or published lists that may be made, and we shall appreciate it if the mistake is corrected in the next number of **PRINTERS' INK**.

You can count on me to do all in my power, in season and out of season, to advance the interests of the I. A. A., the possibilities of which depend only upon correct supervision, and I know

that the business sagacity and keen perception of those in charge of it are sufficient to guarantee its success in spite of any obstacles, and I am willing to go further than to say that what advances the advertiser's interests advances also the interests of the advertising medium, by saying that anything that is inimical to the advertiser's interests, whether it is connected with the advertising medium itself and in its relations to the advertiser, or whether it is outside of either of these, it is inimical also to the best interests of the advertising medium, and that the latter should do all in its power to protect the advertiser and itself against any and all such things.

Yours truly,

R. P. HABGOOD,
President & General Manager.

"THE BEST EVER."

CHICAGO, Oct. 17, 1904.

Editor of PRINTERS' INK:

As an entry for the "Weekly Ad Contest" I submit pages fifty-six and fifty-seven of Oct. 12th, **PRINTERS' INK**, "Why Buy **PRINTERS' INK**." I imagine you have a spare copy to clip. I have been a constant reader of the *Little Schoolmaster* for ten or eleven years and he who would cut from my file two such pages as these would have to fight, well you understand, I would like to win yet prefer losing to mutilating my copy. This ad I consider the best I ever saw in print.

Yours truly,

V. F. MAYER.

132 W. Van Buren.

Information Bureau

LARGE and small advertisers are often confronted with certain questions which properly answered and solved would be of considerable value to them. The questions in mind may concern problems about mediums, their standing, their circulation, past and present, the advisability of using or disregarding them either singly or in connection with other papers, or any other question of a general or particular nature that may be definitely stated and for which a definite answer may be given. **PRINTERS' INK** is in a position to furnish reliable advice on matters of general policy, and has such an abundance of experience and material to draw from that its services in this direction are paramount to the highest expert advice obtainable in this country. Inquiries must be clearly stated, definitely put, and they must be accompanied in each case by a remittance of \$5. **PRINTERS' INK** will answer the inquiry in an exhaustive and competent manner, and a coupon good for a yearly subscription to the paper will be forwarded free of charge with the answer. Address with check

Printers' Ink Information Bureau

10 Spruce Street, New York

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.
Birmingham, Ledger. dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,052. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000. Actual average for August, September, October, 1903, 3,109.

Little Rock, Baptist Advance, wy. Av. 1903, 4,556. Nine months ending Oct. 27, 1904, 5,111.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,350. E. Katz, Sp. Ag., N. Y.

Mountain View, Sign of the Times. Actual weekly average for 1903, 32,542.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Sept., 1904, 62,106; Sunday, 86,780.

San Jose, Pacific Tree and Vine, mo. W. G. Bohannon. Actual average, 1903, 6,135. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 38,798. Average or August, 1904, 45,064. Gain, 8,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contro-

verts its accuracy.

CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 12,571; Sunday, 11,292.

New Haven, Goldsmith and Silver Smith, monthly. Actual average for 1903, 7,317.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827. First 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,612. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 3,188 (*).

Norwich, Bulletin, morning. Average for 1903, 4,985; first six months 1904, 5,175.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Cote & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 31,085 (@).

National Tribune, weekly. Average for 1902 104,599. First six mos. 1903, 112,268.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,598. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 38,928. Sept. 1904, 44,505. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 26,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 30,125. Average first six months 1904, 38,666.

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 3,475. First 6 mos. 1904, dy. 3,016, wy. 3,868.

ILLINOIS.

Aurora, News. Twelve months ending Sept. 1904, daily average 5,614.

Calro, Bulletin. Daily and Sunday average 1904 to Sept. 30, 1,874; month of Sept., 2,168.

Calro, Citizen. Daily average 1903, 318; weekly, 1,110. First eight months 1904, daily, 1,203; weekly, 1,125. August, 1904, daily 1,231.

Champaign, News. First four months 1904, no day's issue of less than 2,600.



Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt (dough, adv. mgr. Guaranteed circulation 50,000 copies, reaching over one-fourth of the American medical profession.

Chicago, Bakers' Helper, monthly. H. R. Cismold. Average for 1903, 4,175 (©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880, 59 weeks ending Sept., 28, 1904, 68,157.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

Chicago, Farmers' Voice. Actual weekly average year ending September, 1904, 22,502 (✱).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (©).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,666.

Chicago, Journal Amer. Med. Assoc. Wk. av. 1903, 28,615. July, Aug., Sept., 1904, 32,581.

Chicago, Musical Leader & Concert-Goer, wk. Aver. year ending January 4, 12,548.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 3 mos. 1903, 6,250.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,817.

Chicago, Retailer's Journal, monthly. Present circulation 10,700.

COPY OF AFFIDAVIT.

I, R. G. Galusho, manager of the Western Newspaper Union, Chicago, Ill., do hereby certify that we have printed for the RETAILERS' JOURNAL during the months of June, July, August, September and October, 1904, an average of 10,700 copies per issue. R. G. GALUSHO.

Sworn to and subscribed before me (SEAL) this October 6th, 1904.

F. G. BROWN, Notary Public.

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,542.

Gilson City, Courier, weekly. Estab. 1873. Actual average year ending June 30, 1904, 1,292.

Kewanee, Star-Courier. Av. for 1903, daily 2,088, wk. 1,414. Daily 1st 5 mos. '04, 3,296.

La Salle, Ray-Promien, Polish, weekly. Average 1903, 1,805.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Crosse & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act av. '02, 11,213 (24). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 12,852, S'y 14,120. E. Katz, Sp. Apt., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,878. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, d'y. Aver. net sales in 1903, 49,385, August, 1904, 78,541.

Indianapolis, Star. Av. net sales for Sept. (all returns and unsold copies deducted), 86,574 (✱).

Lafayette, Morning Journal, daily. Sworn average 1903, 4,002; July, 1904, 4,562.

Marion, Leader, daily. W. B. Westlake, pub. Actual aver. for 8 mos. end. June 30, '04, 5,741.

Muncie, Star. Average net sales for Sept. (all returns and unsold copies deducted), 27,584.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,032.

Richmond, Sun-Telegram. Sworn av. 1903, d'y 3,811. For Feb., 1904, 5,944.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn average for Sept., 6,688.

Terre Haute, Star. Av. net sales for Sept. (all returns and unsold copies deducted), 21,560 (✱).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, d'y., 1,951; wk., 3,872.

IOWA.

Burlington, Gazette, d'y. Thos. Stivers, pub. Average for 1903, 5,884; June, 1904, 6,227.

Clinton, Advertiser. Actual daily average for 1903, 10,280.

Davenport, Times. Daily aver. 1903, 8,055, s. wy. 1,660. Daily aver. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 39,681. March, 1904, 40,556.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 31,898. Average for first six months 1904, 35,808.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,876.

Des Moines, Spirit of the West, wk. Horses and live stock. Average for 1902, 6,095.

Des Moines, Wallace's Farmer, wk. Est. 1879. Actual average for 1903, 38,769.

Muscatine, Journal. Daily av. 1903 4,349, semi-weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,021. 2-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492, daily av. for first nine months of 1904, 21,373. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 5,552; growing fast.

Lexington, Leader. Av. '03, 2,328, S'y 4,092, 1st 4 m' '04, d'y 3,928, S'y 5,445. E. Katz, apt.

Louisville, Evening Post, d'y. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end. June 30, '04, net paid cir. 2,927.

LOUISIANA.

New Orleans, News. Dy. av. 1903, 17,528, Sunday 17,687.

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '03, 4,780.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269,995.

Bangor, Commercial. Average for 1903, daily 8,218, weekly 29,006.

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904.

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (©), weekly 15,452 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,041.

Portland, Evening Express. Average for 1903, daily 11,740, Sunday Telegram 8,090.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,552. For September, 1904, 51,914.

MASSACHUSETTS.

Boston, Evening Transcript (©) (419). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average for 1903, daily, 195,514; Sunday, 297,824.

Advertisements go in morning and afternoon editions for one price.

Boston. Post, dy. Average for 1903, 178,568. *Av. for August, 1904, dy. 217,894, Sp. 178,818. Largest daily circulation in New England. Second largest Sunday circulation in New England.*

The Boston Post

Has the Largest Daily Circulation in New England. . .

AND THE

Second Largest Sunday Circulation in New England. . .

The actual number of complete copies of the Boston Daily Post and the Boston Sunday Post printed each issue for the month of September, 1904, was as herewith stated:

SEPT. 1904.	DAILY.	SUNDAY.
1.....	217,100	
2.....	215,900	
3.....	215,100	
4.....	227,250	176,100
5.....	220,050	
6.....	217,100	
7.....	217,300	
8.....	217,100	
9.....	214,400	
10.....		175,450
11.....	219,900	
12.....	221,000	
13.....	220,070	
14.....	215,100	
15.....	219,700	
16.....	219,050	
17.....	215,100	181,000
18.....	215,300	
19.....	220,050	
20.....	229,600	
21.....	222,790	
22.....	220,900	
23.....	220,400	178,800
24.....	224,650	
25.....	226,800	
26.....	222,300	
27.....	222,270	
28.....		
29.....		
30.....		
Total The Daily Post, 36 days.....	5,740,330	
Total The Sunday Post, 4 days.....		711,850

Daily Average, - 220,781
Sunday Average, 177,987

The above statement is correct, to the best of my knowledge and belief.

E. A. GROZIER, Publisher Boston Post.

Oct. 10, 1904.

Boston. Traveler. Est. 1894. Actual daily av. 1903, 73,552. In 1903, 76,666. For the first six months of 1904, daily average, 88,210. Repr.: Smith & Thompson, N. Y. and Chicago

East Northfield. Record of Christian Work. mo. 81. *Aver. for year ending Dec. 31, 1903, 30,250. Use it if you want a strictly home circulation—that sticks. Page rate \$25.00 flat, two rates.*

Gloucester. Cape Ann News. Actual daily average year ending February 15, 1904, 4,504; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams. Transcript. even. Daily net av. 1903, 5,267. Daily av. printed Sept., 1904, 6,021.

Springfield. Good Housekeeping. mo. Average for 1903, 125,992. First six months 1904, 161,166. All advertisements guaranteed.

Worcester. Evening Post. daily. Worcester Post Co. Average for 1903, 11,711.

Worcester. L'Opinion Publique. daily (©). Average Jan., 5,120. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian. Telegram. dy. D. W. Grandon. *Av. for 1903, 3,912. Aver. 1st 1 mos. of 1904, 4,100.*

Flint. Michigan Daily Journal. *Aver. year ending June 30, '04, 6,067 (3). Av. for June, 6,336 (3).*

Grand Rapids. Evening Press. dy. Average 1903, 37,499. 44,290 aver. daily to Sept. 1, 1904.

Grand Rapids. Furniture Record (©). Only national paper in its field.

Grand Rapids. Herald. Average daily issue for 1903, 22,524, first six months 1904, 26,187. Only morning and the only Sunday paper here.

Jackson. Press and Patriot. Actual daily average for 1903, 5,649. *Av. Sept., 1904, 6,726.*

Kalamazoo. Gazette. daily, six mos. to Sept. 1st, 10,144. Guarantees 4,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,229.

Kalamazoo. Evening Telegraph. First six mos. 1904, dy. 9,881, June, 9,520, s.-w. 9,821.

Saginaw. Courier-Herald. daily, Sunday. Average 1903, 8,285; September, 1904, 10,888.

Saginaw. Evening News. daily. Average for 1903, 11,815. September, 1904, daily 14,886.

MINNESOTA.

Minneapolis. Farmers' Tribune. twice a week. W. J. Murphy, pub. *Aver. for 1903, 68,686.*

Minneapolis. Farm, Stock and Home. semi-monthly. Actual average 1903, 73,554. First six months 1904, 79,500.

Minneapolis. Journal. daily. Journal Printing Co. Average for first 8 mos. in 1904, 68,588.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,957.

Minneapolis. The Housekeeper. household monthly. Actual average 1903, 268,250.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,852; last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first nine months of 1904 was 68,555. The daily average for the first nine months of year was 86,482. Daily average for September, 88,900.

Only Minneapolis daily listed in **Rosell's American Newspaper Directory** that regularly publishes its circulation over a considerable period down to date in **ROLL OF HONOR**, and publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna. Chronicle. semi-wy. *Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.*

St. Paul. Der Wanderer. with ag'l sup. Der Farmer im Westen, wy. *Av. for 1903, 10,500.*

St. Paul. Dispatch. dy. *Aver. 1903, 58,044. Present average 57,624. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1903, 75,026.*

St. Paul. News. daily. Actual average for 1903, 25,816.

St. Paul. Pioneer-Press. Daily average for 1903 24,292, Sunday 20,923.

St. Paul. The Farmer. s.-mo. Rate, 35c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul. Volkszeitung. Actual average 1903, dy. 11,116, wy. 28,414. Sonntagsblatt 28,408.

Winona. Republican and Herald. daily. Average year ending June, 1904, 4,126.

MISSOURI.

Joplin. Globe. daily. Average 1903, 10,510. July, 1904, 12,158. E. Katz, Special Agent, N.Y.

Kansas City. Journal. dy and wy. Average for 1903, daily 60,265, weekly 185,725.

Kansas City. World. daily. Actual average for 1903, 61,232.



Springfield, Sunny South, monthly. Actual average for 1903, 2,858.

St. Joseph, News and Press, Daily aver. for 1903, 29,418. Last 3 mos. 1903, 35,955.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 87,950.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,545,511. Actual proven average for past 12 months 1,611,983. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 29,549 general circulation.

Butte, Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165, September, 1904, 15,795.

Lincoln, Deutsch-American Farmer, weekly. Average year ending June, 1904, 149,808.

Lincoln, Freie Presse, weekly. Actual average for year ending June, 1904, 152,035.

Lincoln, Nebraska Farm Journal, Monthly average year ending August, 1904, 14,400 F.

Omaha, Den Danske Pioneer, wy. Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

Omaha, News, daily. Actual average for 1903, 41,524.

NEW HAMPSHIRE.

Nashua, Telegraph, even., daily and weekly. Actual daily average 8 months 1904, 2,800 sworn.

NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net aver. circulation for 3 mos. end. Aug. 31, 1904, 8,229.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,839.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 19,012. First six months 1904, 21,024.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 55,896. Sunday 16,291.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961.

Washington, Star, wy. Sworn av. '03, 2,759. Sworn aver. for year ending Sept. 1, '04, 3,004.

NEW YORK.

Albany, Journal, evening. Journal Co. Daily average for September, 21,656.

Albany, Times Union, every evening. Establ. 1834. Average for first three months 1904, 29,626.

Batavia, News, evening. Average 1903, 6,457. Six months, 1904, 6,810.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 12,210.

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. Aver. for 1903, morning 50,852, evening 38,052; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,408. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 3,408. Av. August, 1904, 3,659.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,445. Only Dem. paper in county.

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2,391.

Mount Vernon, Daily Argus. Average 1903, 2,989. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

New York City.

American Machinist, w'y. machine construe. Also European edition. Average 1903, 20,475.

Army & Navy Journal. Est. 1883. Weekly aver. for 1903, 9,026 (©). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pub.

Automobile (The), weekly. Flatiron Building. Average circulation 1903, 10,022.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,459. Average for last three months 1903, 4,700.

Bensiger's Magazine, family monthly. Bensiger Brothers. Average for 1903, 29,208 copies.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,912 (©) (689).

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,566.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,855 (©).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©).

Forward, daily. Forward Association. Average for 1903, 48,241.

Four-Track News, monthly. Actual av. paid for six months ending September, 1904, 98,554. October edition guaranteed 100,000.

Haberdasher, mo., est. 1881. Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (©). D. T. MALLETT, Pub., 253 Broadway.

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 56,549.

Leslie's Weekly. Actual aver. year end. Aug., 1904, 69,077 (3). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 229,112. Present average circulation 257,600. November number guaranteed 300,000.

Music Trade Review, music trade and art weekly. Average for 1903, 5,555.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.

New Thought, monthly. 27 E. 23d St. New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. NEW THOUGHT has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Est. 1888. Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,808.

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155.

The People's Home Journal. 515,250 monthly. Good Literature, 454,568 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average for 1903, 11,887.

The World. Actual aver. for 1903, Morn., 275,607, Evening, 357,102. Sunday, 586,650.

Toilettes, fashion, monthly. Max Jagerhuber publisher. Actual average for 1903, 61,800.

Rochester, Case and Comment, mo. Lav. Av. for 1903, 80,000; 4 years' average, 80,186.

Schenectady, Gazette, daily. A. N. Licty. Average for 1903, 9,097. Actual average for 1903, 11,625.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, daily 33,107, Sunday 33,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,000.

Warsaw, Western New Yorker, weekly. Average for 1903, 2,802. In county of 32,500 with no daily.

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1903, daily, 1,184; semi-weekly, 2,958.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,791; semi-weekly, 3,806. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 3,500. Covers ten counties.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,462. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Coste & Maxwell N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903 5,451. Guar. 6,550 after August 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y., 523 Temple Court. Av. Sept., 1904, 9,642.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088. Actual average for 1903, 43,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 69,759. Sept., 1904, 85,285 daily; Sunday, 69,754.

Dayton Daily News Guaranteed Circulation

For six months ending August 31, 1904, was 19,014 copies per issue. Certified by Advertisers' Bureau of Circulation Examiners.

Larger circulation than other three Dayton dailies combined. Write it in the contract.

Mansfield, Daily News. Act. aver. year end. June 30, '04, 4,280 (*). First 6 mos. '04, 4,332 (*).

Springfield, Press Republic. Ater. 1903, 9,288. April, '04, 10,155. N. Y. office, 523 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. D'y av. '03, 11,009. La Coste & Maxwell, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,814.

Zanesville, Times-Recorder. Sworn av. Sept., 1904, 9,875 (*). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and w'y. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; w'y. 25,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,510; Sept., '04, 8,708. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.). Sworn circ'n six months ending June 30, 21,148.

Portland, Oregon Daily Journal. Actual average for 1903, 8,946; first 7 months 1904, 14,479.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,187. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Klenko, Mgr. Average 1903, 5,035.

Erie, Times, daily. Average for 1903, 11,208. September 1904, 14,685. E. Katz, Sp. Ag., N. Y.

In
Philadelphia
nearly
everybody
reads
"The Bulletin"



The net paid
daily circulation
of "The Bulletin"
for September was

185,017
copies per day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

Philadelphia, American Medicine, wy. Av. for 1903, 19,527. Av. March, 1903, 16,827.
Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1903, 7,120.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

137,205 copies per day

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of September, 1904:

1	135,440	16	136,125
2	141,755	17	131,595
3	141,823	18	Sunday
4	Sunday	19	134,725
5	137,594	20	134,964
6	139,389	21	141,088
7	141,349	22	135,741
8	135,388	23	135,785
9	132,712	24	135,385
10	134,793	25	Sunday
11	Sunday	26	132,943
12	148,294	27	135,361
13	138,519	28	132,505
14	133,724	29	135,631
15	151,093	30	134,416
Total for 36 days.....3,567,340			

BARCLAY H. WARBURTON.

President.

THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there.

Philadelphia, Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1903, 5,44,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising' to the 'Farm Journal.' After a canvassing of merits extending over a 'period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, 'through its advertising columns.'"

Philadelphia, German Daily Gazette. Average circulation first six mos. 1904, daily 48,942, Sunday 87,265. Sworn statement. Cir. books open.

Philadelphia, Press. Net average circulation for year ending Sept. 30, 1904, 118,190.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual average year ending August, 1904, 11,741.

Pittsburg, Labor World, wy. Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit, America's Greatest Weekly. Net paid average 1903, 181,868. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 16,485 (C). Sunday, 19,392 (C). Evening Bulletin 36,586 average 1903. Providence Journal Co., pubs.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for third 3 months 1904, 9,974.

Columbia, State, daily. State Co., publishers Actual aver. for 1903, daily, 6,568 (C) semi-weekly, 2,015; Sunday, 7,705. Actual aver. for September, 1904, daily 8,649, Sunday 9,902.

TENNESSEE.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,801.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,929, Sunday 28,080, weekly 77,821 (964). 1st 6 months, 1904, daily 28,447, Sunday 45,898, weekly 88,109.

Memphis, Morning News. Actual daily average for 1903, 17,594. For six months ending June, 1904, 21,589.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and South's School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Average for 1903, 2,689.

El Paso, Herald, Dy. av. 1903, 5,265; April, 1904, 4,224. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,327.

VERMONT.

Barre, Times, daily. F. R. Langley. Aver. 1903, 2,710. Five months in 1904, 2,962.

Burlington, Free Press. Daily av. '03, 5,566, 8-12 mos. to Sept. 15, 6,554. At present 6,909. Examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. Aug., 1904, 6,161.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,095; for 1903, 7,482; February, 3,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 18-6 months 1904, daily 36,348. Sunday 43,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; w'y., 8,912. Average 6 mos. 1904, dy., 14,872; Sy., 18,294; w'y., 9,501. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1903, 2,501 (1004).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average year end. June, 1904, 5,885 (*). Aver. June, 1904, 6,671.

La Crosse, Leader-Press evening. Actual average 1903, 5,590. Average June, 1904, 6,108.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; September, 1904, 26,540 (C).

Milwaukee, Germania-Abendpost, dy. Av. for year end'y Feb. '04, 24,876; av. Feb. '04, 24,568.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,616. June, 1904, 26,670.

Oshkosh, Northwestern, daily. Average for 1903, 6,438. First six months 1904, 7,228.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702.

Racine, Wisconsin Agriculturist, weekly. Average for 1903, \$5.181. First 6 months 1904, \$6.572. Advertising \$2.50 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1903, 2,709.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,888; September, 1904, 7,920.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 5,695; June, 1904, 4,508.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 18,903. Daily, September, 1904, 26,015.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for September, 1904, 6,306.

NOVA SCOTIA, CAN.

Halifax, Herald (☉☉) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average year ending June 30, 25,988; first nine months 1904, 30,260.

Toronto, The News (Independent), evening, daily. Average first six months, 1904, 20,754 (☉). Average for September, 25,084 (☉).

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,615.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 80,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,369 (1145). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

(☉☉) GOLD MARK PAPERS (☉☉)

(☉☉) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉. — Webster's Dictionary.

Out of a grand total of 25,365 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (☉☉), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 20 cents a line per week.

WASHINGTON, D. C.

THE EVENING STAR (☉☉). Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, Chicago, the only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

THE COURIER-JOURNAL (☉☉), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (☉☉), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.

THE NORTHWESTERN MILLER (☉☉) Minneapolis, Minn., \$5 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK.

THE POST EXPRESS (☉☉), Rochester, N. Y. Best advertising medium in this section.

HARDWARE DEALERS' MAGAZINE.

D. T. MALLETT, Pub. \$3 Broadway, N. Y.

THE NEW YORK TIMES (☉☉), "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (☉☉), established 1874, covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (☉☉), Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (☉☉), There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE BROOKLYN DAILY EAGLE

(☉☉) is THE advertising medium in Brooklyn and one of the best in Greater New York.

NEW YORK TRIBUNE (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (☉☉), Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PITTSBURGH DISPATCH (☉☉), Pittsburg, Pa. Delivered in more homes in Pittsburg than any other two Pittsburg newspapers.

SOUTH CAROLINA.

THE STATE (☉☉), Columbia, S. C., reaches every part of South Carolina.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (☉☉) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

ONTARIO, CAN.

LONDON FREE PRESS (☉☉), only morning, noon, evening in Ontario. Best condensed medium, circulation map and rates on application. FREE PRESS PRINTING CO., Ltd., London, Ont.

THE TORONTO GLOBE (☉☉)

Canada's national newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago.

THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people. When in doubt follow the "wants." You can't do wrong if you put your advertisement in the newspaper which carries the "wants" of the city in which it is printed.

Publications entitled to be listed under this heading are charged 50 cents a line a week \$10.40 a line for a year. Six words make a line. Display type may be used if desired.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average nine months ending Sept. 30, '04, 8,784 copies. The largest guaranteed circulation of any Arkansas daily newspaper.

The **GAZETTE** carries more Want ads than all other Arkansas papers combined. Rates, i.e. a word. Minimum rate 50c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sporn daily average for year 1903, 36,646 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, Oct. 23, 1904, contained 3,753 want ads, a total of 90-4-16 columns. The **Post** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **Post** is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., **RECORD** covers field of 50,000 population, working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

In Delaware the only daily paper that guarantees circulation is "Every Evening," it carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C. EVENING STAR (☉☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the 3646 papers combined.

MAKE COMPARISON ANY DAY.

FLORIDA.

A N 8,500 circulation where 4,000 is considered large accounts for the wonderful value of the Jacksonville (Fla.) **METROPOLIS** as a Want medium. No discounts in the Want ads except to advertising agents.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 12,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,731 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 305,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post Office Review*.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

THE Indianapolis News during the first six months of 1904 printed 66,240 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,317 separate paid Want ads during that time.

IOWA.

THE Des Moines Capital guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and in structures than all other Boston dailies combined.

THE Boston Herald enjoyed a gain of 74% 2 columns in advertisements during the month of July, a gain of over 25% in classified advertisements alone, while no other Boston paper showed any gain. The **HERALD's** nearest competitor, indeed, showed a loss of 131% columns.

THE Boston GLOBE, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the **Boston GLOBE** printed 233,946 paid "wants," which was \$1,000 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

MINNESOTA.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—63,044; now 67,424.

FIGURES that prove that The Minneapolis **FURNACE** carries the most "Want Ads" of any daily newspaper in the Northwest:

	Minneapolis Journal.	Nearest Daily Competitor.
Year 1903	2,980 cols.	1,900 cols.
6 months 1904,	2,331 "	1,394 "

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 88,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday, one of the recognized Want ad mediums of the United States; \$1 to 35 columns paid Want Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 5 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

THE Watertown DAILY TIMES publishes Want ads for all Northern New York.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 65 rural routes; 1/4c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,318. Publishes more Want ads than any four Okla. competitors.

OREGON.

THE Portland, Oregon DAILY JOURNAL, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,400 daily. Classified rate, 5 cent a line.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA, THE EVENING BULLETIN—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN's** circulation, which during the month of August averaged 183,017 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (97,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words no display.

WASHINGTON.

THE Tacoma LEDGER, Daily and Sunday, carries more Want ads than all the other newspapers in Tacoma combined.

WISCONSIN.

No paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates, Want Ads—daily, 3 lines 3 times, 25c.; weekly, 1c. line. Big results from little talk.

THE MILWAUKEE SENTINEL not only leads its field in both display and classified, but carries more than one-half of all the classified carried by the five Milwaukee evening and morning papers combined.

Daily, 7c. per line; Sunday, 10c. per line; lower on contracts. **SENTINEL COMPANY**, Milwaukee, Wis.

CANADA.

THE Halifax HERALD (☉) and the **MAIL-NEWS** Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 30,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, September, 1904, 31,673.

A PARTICULAR feature of the **TORONTO EVENING TELEGRAM's** classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 20 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, NOV. 2, 1904.

THE STAR GALAXY.

In this issue of PRINTERS' INK appear eight paragraphs about eight newspapers which are termed the Star Galaxy. The items are self explanatory. They are printed for two reasons. First to make conspicuous an unusual group of papers, second to invite the attention of publishers to the fact that the next issue of the American Newspaper Directory will soon undergo its annual revision, and that publishers who are anxious to have the guarantee star attached to their papers, in the Directory for 1905, may now make application for that purpose. The guarantee star signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the circulation statement of a paper to which the star has been attached.

The business manager of the American Newspaper Directory has reasons worth finding out why a first-class newspaper ought to join the Star Galaxy, and he will make them known to those who want to know.

MR. JOHN BLAKE PERKINS of the Sioux City, Ia., *Journal* called upon the Little Schoolmaster last week.

THE third annual banquet of the Quoin Club is announced for Wednesday evening, November 16, at seven o'clock in the rooms of the Aldine Association Fifth Avenue.

M. B. TREZEVANT, who has been advertising manager of the Southern Pacific the past two years, has resigned that position and will establish the Trezevant Advertising Agency in New Orleans, developing publicity chiefly in the Southern States.

The advertisement of *Everybody's Magazine* in this issue and the statements it contains will interest all advertisers for the asserted fact, that no other magazine ever progressed as fast. Mr. Ridgway's record with Munsey and that of John Adams Thayer with the *Ladies' Home Journal* and the *Delineator* are left far behind with the record they have made since the two magazine builders joined hands.



In Philadelphia the *Bulletin* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Bulletin's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

THE Rutland, Vt., *Herald*, like the *Press* of New York City and as the New York *World* used to do, advertises "Circulation books open to all," but neither the Rutland *Herald* nor the New York *Press* will tell any human being how many copies are printed. The New York *World* has reformed and allows the plain figures to be told without requiring an advertiser to sit up nights to watch a press counter.

MR. ARTHUR D. FERRIS, formerly with the *American Machinist and Power*, has accepted a position as advertiser on the staff of the *Horseless Age*.

THE *Weekly Star*, Washington, N. J., one of the best weekly papers in the Roll of Honor, issues a detailed statement of its circulation for the seven months from March to September, this year. During that period the *Star's* average edition has been 3,904 copies, or an increase of 250 copies per week over the 1903 average.

Results is the name of a pithy little monthly business periodical just launched in the interests of good printing and forceful advertising literature, by W. F. Van den Houten, printer, 409 Pearl street, New York. Besides technical information about printing methods, it treats advertising matters of interest to everyone with a follow-up system.

In Denver, Col., the *Post* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Post's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

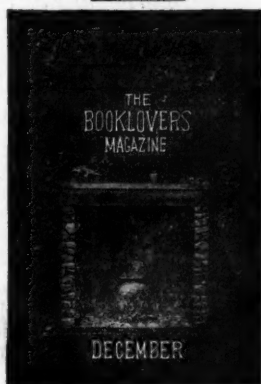
THE *Street Railway Journal*, New York, has just completed its twentieth year of publication, marking the event with a special issue which is said to be the largest technical publication ever printed. Weighing almost five pounds, it has a total of 540 pages, of which 200 are text. The reading matter includes the journal's monthly digest of contents in German and French, a regular convenience for European readers. The typographical make-up of this special is of considerable beauty, the ads being noteworthy for clever arrangement and display.

THE Tacoma *Sunday Ledger* recently began issuing the first five-color comic to be produced Northwest of San Francisco. The feature appears to be entirely new in that territory, and is said to have a marked effect on Sunday sales throughout the State.



In Kansas City the *Star* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Star's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

H. CRAIG DARE, manager and editor of *Newspaperdom*, announces that while that paper was recently involved in the bankruptcy of G. F. Bailey, its former publisher, it is really solvent. Of the \$23,000 liabilities of Mr. Bailey only \$2,500 pertained to *Newspaperdom*, and the proceedings have not interfered with its publication. *Newspaperdom* is now owned and published by the Newspaperdom Publishing Company, a New York corporation, and is still doing an excellent business at the same old stand, as it deserves to.



COVER OF THE "BOOKLOVERS MAGAZINE" FOR DECEMBER.

THE Sphinx Hat Co. of Danbury, Conn., has been conducting a vigorous campaign of newspaper advertising in Eastern cities where they have stores. The business is handled by the Ben B. Hampton Co. of New York.

DURING September, according to its own showing, the Philadelphia *Inquirer* printed 19,261 "Help Wanted" ads, against a total for all other morning papers in that city of 14,434. The *Ledger* was second, with 5,071, the *North American* third, with 3,286, the *Press* fourth, with 2,661, and the *Record* fifth, with 1,416.



In Pittsburg, Pa., the *Post* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Post's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

PREVIOUS to its issue of August 27th (the Special School issue) the New York *Times* made an offer of \$50 for the most attractive and artistic announcement of schools appearing in that number, a second prize of \$25, besides several prizes of \$5 each. A committee of advertising agents, consisting of Geo. Batten, Dauchy & Co., Otis H. Kean and W. Montague Pearsall, constituted the judges. In the Oct. 23d issue the first prize is announced for the New York Military Academy of Cornwall-on-the-Hudson, and the second to the Eastman College of New York and Poughkeepsie. The following advertisers carried over the consolation prizes: George H. Powell, Temple Court, New York; Groff School, New York; Sedgwick School, Great Barrington, Mass.; Mount Pleasant Military Academy, Ossining-on-Hudson, New York and Hudson River Military Academy, Nyack-on-Hudson, New York.

As a souvenir of the Buffalo convention of the Brotherhood of Locomotive Firemen, the *Locomotive Firemen's Magazine*, Indianapolis, issues a handsomely executed portfolio of Buffalo and Niagara Falls views, together with condensed reports of the sessions.

A SUIT for libel in the amount of \$50,000 has been brought against Courtland H. Young, publisher of the *Broadway Magazine* and *Young's Magazine*, New York, by Kortright Cruger, a lawyer at 95 Nassau street. The *Broadway Magazine* published in September an article entitled "Masonic Degrees at Cut Rates," and dealt with the following ad which Mr. Cruger has inserted in a number of newspapers:

WANTED—2,000 members for lodge of Free Masons; entrance fee, \$5; after October, \$10. CRUGER, 95 Nassau Street.

The article alleged that the Masonic degrees offered by the advertiser are worthless.



In Minneapolis, Minn., the *Tribune* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Tribune's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

THE *Sentinel*, Knoxville, Tenn., makes a practice of issuing an annual fall trade and industrial edition, which appeared this year on October 17. Whereas thirty-six pages has heretofore been the usual size, the issue this fall had forty-eight pages, and carried more advertising in dollars and cents than has ever appeared in any daily of that city, according to Curtis B. Johnson, business manager. The special articles deal with Knoxville business interests, and indicate a marked industrial growth in that city. The *Sentinel* is now printing ten, twelve, sixteen and twenty page editions daily, seldom running less than twelve pages.

THIS WEEK ONLY

The progress of *Everybody's Magazine* has never been equalled by any publication. This is a strong statement, but true. After sixteen months under our ownership, *Everybody's Magazine* has a circulation of 600,000 copies: in other words, the edition has quadrupled.

* * *

You could not foresee this rapid growth. The circulation has gone even beyond our expectations, and for December the edition will be more than 600,000 copies; probably 650,000 copies.

* * *

Did you order liberal space, at a time when to order meant 250,000 circulation for \$150 per page; when to order space at \$200 per page meant a circulation as high as 350,000; or at \$300 per page when it meant a circulation of 450,000?

* * *

Are you going to order space when an order at \$400 and \$450 per page means a circulation of over 600,000 or 700,000 copies—and how much more time alone will tell.

* * *

Advertisers and advertising agents have not been slow to take advantage of the opportunity offered them in the past. There never was such an opportunity as there is right now. The character of the circulation of *Everybody's Magazine* is such that there is no question as to its being a profitable medium for your high grade advertising.

* * *

ON NOVEMBER 5th the rate is \$500 per page. Our circulation now warrants this price. Your order will be accepted now (before November 5th) at \$400 per page up to March—\$450 up to October. Think of it!

The Ridgway-Thayer Company

THE man who says "to-morrow" usually proposes something he should have done day before yesterday.

Most business men now know that advertising pays, but many never suspect how much it can be made to pay in their own case.

Leonard's Railway News, of New York, formerly a weekly, is now published daily, and is the only daily railway paper in the world. Its special features embrace general transportation news, traffic matters, changes and appointments, railway construction, equipment, supply orders, etc.

THE American Newspaper Directory for 1869—the first complete Directory of American Newspapers, credited the *Saturday Evening Post* with an actual circulation of 20,000 copies. In a full-page advertisement which appeared in *PRINTERS' INK* last week the publishers of the *Post* state their present circulation as nearly 700,000 copies.



In Los Angeles, Cal., the *Saturday Post* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Saturday Post's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

In the New York *World* of Oct. 23, the firm of Bloomingdale Brothers had inserted an advertisement in the shape of two columns and three inches, which tells of its new entrances, its crystal firms, glass palaces, elevators, stationery and harness palaces, carpets, etc. It is done just like a newspaper article, with heading and subheads, the only thing suggesting that it is a paid advertisement being the three stars at the end.

MR. C. A. ABRAHAM, representing the *Toronto Star*, was a welcome visitor at the Little Schoolmaster sanatorium last week. The *Toronto Star* has discontinued its New York Agency, believing that it can take better care of the Eastern field directly from the home office. Mr. Abraham is ready to render every possible advice and assistance to advertisers, or future advertisers, who will write to the home office at Toronto.



In Peoria, Ill., the *Star* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Star's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

TAKING well known recent novels and printing them serially in newspapers seems at the present moment to be at its height. Thus the *Sunday Times* of New York is doing this with Charles Wagner's "The Simple Life," and the daily *Globe* of the same city with Miriam Michelson's "In the Bishop's Carriage." It is said that serial publications of this kind, far from lessening the sale of the books thus used increases it very often. Among the other advantages for instance is that such publication reaches people who probably heard little or nothing of the book before, and after reading it desire a copy in book form, or those who do not read it at all but seeing what is said in the advertisements of the serial newspaper desire the novel in book shape for husband, wife, child or friend. The people who buy books constantly are not persuaded to stop and read them in the newspapers, in fact have already read them long before the dailies begin. The newspapers therefore open what may be called a larger field—a circulation that otherwise might never have been opened and which often perhaps creates the habit of reading fiction among those in whom it lay intact,

What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar-bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

The editor of PRINTERS' INK announces, that after receiving and considering numerous, not very well digested, replies to the inquiry printed above, the conviction has been forced upon him that there is confusion in the minds of advertisers and publishers to an extent that prevents any general agreement as to what constitutes circulation; consequently the adoption of a definition of what is meant by circulation is not to be looked for from the American Newspaper Publishers' Association, nor from any kindred association of newspaper men or advertisers; simply, because no one man can be found who can put down on paper a definition having application to all publications, that he can find any other man to agree to without modification of some sort.

Circulation is by no means the only element of value that an advertiser will consider when weighing the probable worth to him of a particular newspaper, but it is the only element that can be measured and stated with exactness and accuracy; and accuracy of statement is only possible so far as it relates to the number of copies produced; therefore the conclusion is forced upon the editor of PRINTERS' INK that:

The circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed copies has a bearing only in fixing the value or character of the circulation.

EUREKA!

The circulation of a newspaper or periodical is best expressed by the average number of complete copies printed for a period of one full year preceding the date of the statement.

ON registration days in Cleveland the classified columns of the *Plaindealer* carried large advertisements under each classification, set in display type, urging voters to register. The ads were very conspicuous, and doubtless had their effect in securing the large registration in that city.

CHICAGO *Daily News* statistics for the first nine months of this year show that paper had a daily average of 322,528 copies net circulation for this period, against 303,777 for the same months last year. A total of 10,625 columns of display advertising was printed, with 8,338 columns of classified.

THE White Plains (N. Y.) *Daily Record*, which has heretofore been printed at the office of the Mount Vernon *Daily Argus*, now has its own mechanical plant at the former place, and has severed all editorial connection with Mount Vernon. The *Record* was started less than a year ago, and has grown very rapidly. It is the only daily in White Plains, which is the county seat, and has a population exceeding 12,000.



In Toronto, Ont., the *Mail and Empire* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Mail and Empire's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

NOTICE.

THE PRINTERS' INK PUBLISHING
COMPANY,

Offices: 10 Spruce St., New York,
are owners and publishers Rowell's
American Newspaper Directory,
issued annually, and Printers' Ink,
a journal for advertisers, pub-
lished every Wednesday.

Correspondence, orders and re-
mittances intended for the AMERICAN
NEWSPAPER DIRECTORY or PRINTERS'
INK should be addressed as above,
or to

CHAS. J. ZINGG, Business Manager.

The business of Geo. P. Rowell & Co., owners of the Rowell Advertising
Agency, also conducted at No. 10 Spruce Street, is a separate concern,
having no proprietary interest in, nor any share in the management or
control of Printers' Ink or Rowell's American Newspaper Directory.

New York City, November 1, 1904.

Advertisements.

*Advertisements 20 cents a line. Must be handed
in one week in advance. Display type and
cuts may be used if desired.*

WANTS.

FERNALD'S NEWSPAPERMEN'S EXCHANGE.
established 1836, represents competent work-
ers in all departments. Send for booklet. 368
Main St., Springfield, Mass.

25 to \$15 A DAY If you are making less we
have some valuable information for you.
It's worth writing for.

SAFEGUARD CHEMICAL CO.
36 Ackerman Bldg., Binghamton, N.Y.

CONCERNING TYPE—A Cyclopaedia of Every
day Information for the Non-Printer Ad-
vertising Man; get "typewise", 64 pp., 50c. postpaid;
ag'ts wanted. A. S. CARNELL, 150 Nassau St., N.Y.

NEWSPAPER advg. mgr. (30), practical ad
writer, capable solicitor, executive, sure
business getter, desires to manage advertising
for live publication. Highest newspaper and
business refs. "HIGH-GRADE," care F. I.

WORK WANTED—Ad writing for medicinal
chemicals, drug specialties, proprietary
medicines, forceful (intelligent) copy for medi-
cal and drug journals, brochures, etc.; ten years'
exp. BENTON, Room 69-51 Maiden Lane, N. Y.

A HIGH-CLASS Advertising Solicitor is wanted
for a few weeks by a "Specialized" publica-
tion. Permanent to right person. Must give
references in letter. Salary or commission or
both. State compensation expected. "ADVER-
TISING," Petersburg, Va.

EVERY ADVERTISER and mail-order dealer
should read **THE WESTERN MONTHLY**, an ad-
vertiser's magazine. Largest circulation of any
advertising journal in America. Sample copy
free. **THE WESTERN MONTHLY**, 515 Grand
Ave., Kansas City, Mo.

MORE than 247,000 copies of the morning edi-
tion of the **World** are sold in Greater New
York every day. Beats any two other papers.

MR. MANUFACTURER:

Forty eight cents a year, inclusive of post-
age, for twelve strong illustrated talks in three
colors to the man you want as a customer. If
you can handle a thousand new accounts, our
plan will get them interested in your proposi-
tion. Write on your letterhead
E. ST. ELMO LEWIS, Inc.,
618 Walnut Street,
Philadelphia.

WE filled 1,124 positions last month. Could
have filled more if we could have found
the right men. During 1903 we listed over 25,000
high-grade opportunities. Positions paying
from \$1,000 to \$5,000 a year now open for com-
petent Salesmen, Executive, Clerical and Tech-
nical men. Offices in 12 cities. High-grade ex-
clusively. If you are a capable man, write for
plan and booklet. **HAPGOODS (Inc.)**, Brain
Brokers, Suite 611, 300 Broadway, New York.

YOUNG man, now advertising manager of
daily paper in city of 50,000 pop., wants
similar position in larger city. Capable of tak-
ing entire charge of advertising department of
live daily and increasing business both local and
foreign. Strong solicitor; very successful in
developing new business; can operate depart-
ment of advertising and suggestion for mer-
chants. If you can use a live man who can show
results, address "A. J. R.," care Printers' Ink.

WANTED—Clerks and others with common
school education only, who wish to qual-
ify for ready positions at \$25 a week and over, to
write for free copy of my new prospectus and
endorsements from leading concerns every-
where. One graduate fills \$3,000 place, another
\$2,000, and any number earn \$1,500. The best
clothing advertiser in New York owes his suc-
cess within a few months to my teachings. De-
mand exceeds supply.

GEORGE H. POWELL, Advertising and Busi-
ness Expert, 83 Temple Court, New York.

FOR SALE—One three-deck Scott straight line, 24-page press, with color attachment, good as new, four years old, prints even and eight columns. Reason for selling, purchased new Hoe, 22-page, Quadruple press. Address **DES MOINES CAPITAL**, Des Moines, Iowa.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1. **CLARK & CO.**, Kenmore, N. Y.

NEWSPAPER BROKER.

FOR SALE—Daily and weekly in Illinois city 17,000, for \$20,000, pays 20 per cent; half interest in daily in Alabama city for \$10,000, clearing \$135 a week. Write me for paying propositions. **B. J. KINGSTON**, Newspaper Broker, Jackson, Mich.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

ENVELOPES Fine White Envelopes, neatly printed—10,000, \$9; 5,000 \$5; 2,000, \$2.75; 1,000, \$1.50. **CLARK & CO.**, Kenmore, N. Y.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTG. CO.**, 812 Broadway, Toledo, Ohio.

HALF-TONES

PERFECT copper half-tones, 1-eol., \$1; larger 10c. per in. **THE YOUNGSTOWN ARO ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES: 2x3, 75c.; 3x4, \$1; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PREMIUMS.

WRITE for information regarding our premium and advertising clocks. **BAIRD MFG. CO.**, 20 Michigan St., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. **B. F. MYERS CO.**, 45w. 42-50 52 Maiden Lane, N. Y.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

INSTRUCTION BY MAIL.

YOUR DOG CAN READ PEOPLE at a glance. Can you! **WE CAN TEACH YOU** to read people like open books—to know their characters, talents, strong and weak points. **TAKEN ONLY TEN WEEKS** and \$10. Easy study and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences. **IN USE TWENTY YEARS.** Pupils all over world. Only two kicks so far. Mention P. I. and sample pages will come. **SCHOOL OF HUMAN NATURE**, Athens, Ga.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

Roll Paper printed—for mills, stores, druggists, etc. Can be cut or re-wound, as desired. **FINK & SON**, 5th, above Chestnut, Philadelphia.

Bonds, with or without coupons, the inexpensive (not cheap-looking) kind, or handsomely engraved, "steel-litho." style. Send for samples and estimate. **KING**, 105 William St., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CIRCULATION.

100,000 GUARANTEED CIRCULATION for only 25c. a line, if order is entered at once, before rates advance. **VICK'S FAMILY MAGAZINE**, Rochester, N. Y.

PRESS CLIPPINGS.

THE MANHATTAN PRESS CLIPPING BUREAU, 2 West 14th Street, New York, gives the best service. Advertisements and Trade Items a specialty.

TYPEWRITER RIBBONS.

Ribbotype Costs a little more than ordinary ribbons, but is worth more. One for 60c., a coupon book good for five "Ribbotypes," \$2. Money back without talk if you are not satisfied. **CLARK & ZUGALLA**, 100 Gold St., N. Y.

POSTAGE STAMPS.

IBUY Unused United States and Canadian postage stamps in any quantity. All denominations. Send for rates. **ALFRED A. ISAACS**, 25 Broad St., N. Y.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million vase eline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see. **AMERICAN STOPPER COMPANY**, 11 Verona Street, New York.

Brooklyn. The largest maker of Tin Boxes outside of the Trust.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars. **WILL A. WOLTON**, National Advertising Distributor, 442 St. Clair St., Cleveland, O.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. **SINGER BROS.**, 33 Bowers, N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

ADVERTISING NOVELTIES.

"MYSTIC WALLET"—the advertising novelty. Sample and price, 30c. "Little Traveler" catalogue, 4c. THE SOLLIDAY NOVELTY ADVERTISING WORKS, Knox, Ind.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Pulveroid Novelties and Buttons. Samples free. F. F. PULVER CO., Rochester, N. Y.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. O. KENYON, Owego, N. Y.

PERPETUAL CALENDAR, pocket size, beautiful design. Aluminum, Celluloid, etc.; finest ad novelty on earth. Sample and special prices by sealed mail, 10c. J. M. BIGGS, Jeweler, Glasgow, Ky.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADVERTISING CLOCKS—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 30 Michigan St., Chicago.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. WICK HATHAWAY'S C'RN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 6th, above Chestnut, Philadelphia.

Good Printing at Reasonable Prices

Long runs or short runs, elegant half-tone work, finest of type displays. We don't mind the size of your order. Address PRINTERS' INK PRESS, 45-47 Rose St., New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 175 Vermont St., Buffalo, N. Y.

COIN CARDS.

33 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO., Rittenhouse Bldg., Phila.

POSTAL CARDS.

PRICES and samples of post cards. Write **STANDARD,** 61 Ann Street, N. Y.

RUBBER STAMPS.

ONE line, 3 inches, 10 cents; two lines, 20 cents; five lines or over, 5 cents a line. Send for free type catalogue. All post paid. Notary or Corporation seals, \$1.75, express paid. K. Y. HORDER, 149 Washington St., Chicago.

FOUNTAIN PENS.

2 1/2 CENTS each for Fountain Pens. **2 1/2** I will send you one gross (144) of the Challenge Fountain Pens, express paid, for \$3.50. Sample, postpaid, 5 cents. K. Y. HORDER, 149 Washington St., Chicago.

LABELS.

Cork Top and other fancy labels at bottom figures. FINK & SON, Printers, 6th St., above Chestnut, Philadelphia.

MAIL ORDER.

FARM NEWS FOR DAILIES. Original, fresh, reliable farm news with pictures. Brings rural route circulation; helps mail-order advertising. Exclusive service to one paper in each city. Sample sheets. THE ASSOCIATED FARM PRESS (Incorporated), 119 Dearborn Street, Chicago; 15 Wall St., New York.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. K. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

PUBLISHING BUSINESS OPPORTUNITIES.

I WANT to meet the man who has \$1,500 and a taste for publishing a small New York monthly in unfilled field. Business' getter can develop a fine property while making a living. I wish also to meet a man who has \$7,000 and a taste for publishing a well-established class weekly. Here are two good opportunities for the right men.

EMERSON P. HARRIS,

Broker in Publishing Property,
253 Broadway, New York.

MODERN Periodical making

Is the "greater publishing."

It takes account of true service

To advertisers as well as readers.

The press is the great engine of distribution.

Publicity makes wares and fortunes.

And immensely serves the consumer.

Periodical publishing offers greater opportunities

Than ever before

And is on a solid basis.

Have you capital and ability

Which I may help direct toward publishing?

EMERSON P. HARRIS,

Broker in Publishing Property,
253 Broadway, New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (1909). 253 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

NORTH and South, "22 Business Bringers," THE RELIGIOUS PRESS ASS'N, Phila., Pa.

THE EVANGEL. Scranton, Pa. Thirteenth year. 30c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

TROY, Ohio, has 6,000 people; 4,000 more live on six rural routes. The RECORD reaches 70 per cent of them daily. Five inches, plates, e. o. d. one year, n. r. m., \$31.30 net.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 35,000 circulation guaranteed, proven; 150,000 readers. Best medium South for mail-order and general advertising. Rate, 30 cents a line for keyed ads. No proof, no pay.

SHOW window instruction! Full course of lessons for the country merchant in The Cincinnati Trade Review. Send 25 cents for one year's trial subscription. THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.

IN SOUTHEASTERN OHIO—WHAT! WHY THE ZANESVILLE SIGNAL.

In Southeastern Ohio no paper circulates to any considerable extent except the Zanesville SIGNAL. The Cincinnati, Columbus, Cleveland, Pittsburg papers in very limited numbers, but the Zanesville SIGNAL thoroughly. The Zanesville SIGNAL reaches 64 towns in Southeastern Ohio the afternoon of publication; and the people in these towns say they like it better than the big city papers. That is because the SIGNAL is devoted to the interests of the people of Southeastern Ohio and has special correspondents in the leading towns. Then, too, it has the full Associated Press telegrams. No wonder the people of Southeastern Ohio look upon the Zanesville SIGNAL as a model small city daily. It produces splendid results for advertisers.

THE ZANESVILLE SIGNAL,
James R. Alexander, Publisher,
Zanesville, Ohio.

MAIL-ORDER NAMES.

400 NAMES of Mail-Order Buyers, nicely printed for 10c., 900 for 30c., 1,300 for 50c. All wrote us letters with money this year.
PACIFIC MAIL-ORDER CO.,
130 Butter St., San Francisco, Cal.

SIGNS.

630 West 53d St. (North River), The Sam Hoke Sign Shops, New York.

Paint-printed Big Steel Signs, 100 sq. ft. The Sam Hoke Sign Shops, New York.

Everlasting Paint-Printed Signs. The Sam Hoke Sign Shops, New York.

200 framed Big Steel Signs, \$1. The Sam Hoke Sign Shops, New York.

5,000 framed Steel Signs, 3x5 feet, \$1.35. The Sam Hoke Sign Shops, New York.

1 C. for 10,000 Little Tin Signs, 4x10 inches. The Sam Hoke Sign Shops, New York.

7 C. for 1,000 Muslin Signs, 2x26. The Sam Hoke Sign Shops, New York.

\$5 each, 50 framed Steel Signs, 5x7 ft. The Sam Hoke Sign Shops, New York.

50 C. for 300 framed Steel Signs, 12x22. The Sam Hoke Sign Shops, New York.

The Sam Hoke Sign Shops, New York.
630 West 53d St. (North River).

FOR SALE.

LINOTYPE (Mergenthaler) for sale cheap and on easy terms. GREENBAUM, 110 Fulton St., New York.

FOR SALE—225 copies of PRINTERS' INK, from 1895 up to date; also 70 copies Brains, AdSense, etc. Best offer, cash or exchange, gets them. W. B. POWELL, Ed. News, Sinker Hill, Ill.

FOR SALE—One Angle Bar Cox Duplex Press and one Columbia Duplex Press, in fine condition.

R. HOE & CO.
143 Dearborn St., Chicago.

FOR SALE TO SETTLE ESTATE—CONSTITUTIONALIST (country weekly) newspaper and job offices. Established 1863. Successfully run by founder to day of his death, Dec. 9th last, and by heirs since. Actual cash receipts from Jan. 1, 1904, to July 1, 1905, \$2,154.52 and business steadily growing. Equipment away above average country office. Price \$3,000 G. ALLISON HOLLAND, Eminence, Ky.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. PIEDMONT FURNITURE CO., Statesville, N. C.

PAPER.

BASSETT & RUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 28 Murray St., New York; 1310 Fontaine Bldg., 308 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

PRICE CARDS.

NEATLY designed price cards, 50 cents per 100, \$3.50 per 1,000, assorted; printed on tinted stock. THE BLAIR PTG. CO., Cincinnati, O.

SEND for samples of the handsome price cards we sell at 50 cents the hundred \$3.50 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. THE BIDDLE PRICK CARD CO., 10th and Filbert Streets, Philadelphia.

ELECTROTYPERS.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

SUPPLIES.

OUR free sample of **Bernard's Cold Water** try a Paste to any paste user who is willing to try a good thing. **CHARLES BERNARD**, 1508 Tribune Building, Chicago.

USE "Reliance" absorbent paper on your mimeograph. **INK** dries quick as a wink, never smuts. Get samples and prices from **PINK & SON**, Printers, 4th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Does not re-temper and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MANFG CO.**, Clinton, Ia.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

THE better class of cuts and advertisements for Banks, for retailers. **THE ART LEAGUE** is now at 656 Broadway, New York.

RETAIL ADVERTISING is my specialty. Let me write yours. I can increase your business. **GEORGE L. SERVORS**, 2835 Wyoming St., St. Louis, Mo.

A DVT. WRITING—nothing more. Been at it 15 years.

JED SCARBORO, 657a Halsey St., Brooklyn, N. Y.

BOOKLETS designed, written and engravings furnished. Fine stationery for tasty people. Consultation free, if properly rated. Outline wants in first letter. **AMERICAN PUB. CO.**, Columbus, O.

Booklets, eight pages, nice paper, written and printed, \$14.00 for 1,000, \$50.00 for 5,000. Send for sample.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

T THE WATKINS COMPANY,
17 Exchange Ave.,
Chicago.

We sell **SERVICE THAT SERVES** in planning, preparing and placing effective ads and advertising literature. Our Confidential Service Circular is sent free if applied for on business stationery.

Write for sample copy of **THE QUESTION**. It deals with facts, not theories.

IF YOU KNEW

I that a really fine bit of advertising matter, one even whose first cost perhaps starts you out decidedly "stiff" was the only profitable kind you would drop "cheap" every-day stuff, instant. Fine, individual, unusual things constantly secure correspondence from strangers, who reason thus: "Well, I guess a concern that sends out such attractive literature as this is worth writing to." It is the sheer inability of thousands to put **SELLING POWER** into the front seats and keep **FIRST COST** in the "back" once that prevents them from making their advertising vastly more forceful and profitable than they do. The only infallible test of cheapness is what it will produce and not only **WHAT IT COST**. For those who know this to be true I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards, Newspaper, Magazine and Trade Journal Advs., etc., etc., and I gladly send to those whose inquiries suggest business. Samples that illustrate what I mean by "individual, unusual things." No postal cards, please.
NO. 38. FRANCIS L. MAULE, 402 Sanson St., Phila.

Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1890. Place advertising where—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 35c. copy; \$5 year.

DISTRICT OF COLUMBIA.

\$5 FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. **L. P. DARRELL ADVERTISING AGENCY** Star Bldg., Wash., D. C.

NEW JERSEY.

MAIL order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

NEW YORK.

O'GORMAN AGENCY, 220 Broadway, N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila., etc.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPORATION, Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognized" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

F FOLEY & HORNBERGER, Advertising Agents, 1306 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

TENNESSEE.

R. A. DAVIS, Springfield, Tenn. Advertisement writing, advising, planning, placing.

GREENWOOD ADVERTISING CO. (Incorporated)—Main Offices, Knoxville, Tennessee. Out-door advertising contracted for throughout the South. Bulletin Printing, Wall Painting, Cut Outs, etc. Distributing, Sign Tacking and Curtain Painting.

CANADA.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. **THE DESBRATS ADVERTISING AGENCY, Ltd.**, Montreal.

FALL and winter ideas in shoes and boots are shown in a commendable mail order booklet from 'Schumacher' Brothers, Milwaukee.

THE YELLOW JACKET.

Published twice a month at Moravian Falls, N. C. Circulation 124,934—Rate 30 cents per line.

For detailed statement of circulation by States, sample copy or information, address,

MARK W. MOORE, JR.,
PUBLISHERS' REPRESENTATIVE,
WASHINGTON, D. C.

'Bout "Himself" and "His Work"

The First Edition of "Excerpts from His Scrap Book" is exhausted; Second Edition now on the press. If your name arrives in time, accompanied by Five Red Stamps, copy will be mailed you by

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters, at the "Letter Shop" in the Caxton Block, Chicago.

THE REALTY SYNDICATE

Capital paid in...\$4,600,000.00
Surplus..... 940,901.86

Issues Six per cent
Investment Certificates at par.

Office: 14 SANSOME STREET

SAN FRANCISCO, CAL.

Energetic representatives wanted in every State

Magazine Advertising Solicitors Wanted

Owing to increasing business, one of the largest publishers in the United States wants immediately three first-class men with vitality and brains to solicit advertising for a large established high-class magazine. High salaries will be paid to the right men. It will be worth while for good insurance men or other high-class solicitors to apply. Write, giving very full particulars. All communications will be treated as strictly confidential. Address "MAGAZINE," Box 117, 617 6th Ave., New York.

New Type at Half Price

HERE'S A SPECIMEN

We have outgrown our new dress of agate type purchased but a short time ago.

Our big catalogue is now set in pearl.

This is a specimen of the type, part solid, part leaded with one and two point leads.

It is sharp, clear, and clean. As good as new, never having been printed from, but used for electrotyping only.

WE HAVE FIVE THOUSAND POUNDS. IT IS YOURS IN WHOLE OR PART AT LESS THAN HALF PRICE. ALL YOU WANT AT THIRTY-FIVE CENTS PER POUND, NET.

How It Looks Tied Up.

This is an average quotation. There is also a very small percentage of tabular matter.

F 2438 Horse Brushes. Oval shape imitation leather back with genuine leather top, full regular made and well finished, plain black face with outside row of black bristles. These brushes are close and well filled, and will prove good cleaners; weight, each, 9 oz. Per doz...\$4.50 Each...40c

You can have it either tied up or in cases. We have about 25 pairs of cases, balance set up, as used for last catalogue. If you want the cases, allow 50 cents per pair extra.

If you can use a font of good 5 1/4-point type, this is indeed an exceptional opportunity. Address, Advertising Department,

MONTGOMERY WARD & CO.,
CHICAGO.

NEVER ON A PRESS

No Charge for Tubes

Having made a satisfactory deal with a tube manufacturer, I am now able to sell my finest job inks put up in tubes, any size, for One Dollar a pound. Cash with order. Money back when dissatisfied. Send for my new book giving useful hints for the press-room. Address

PRINTERS INK JONSON

17 Spruce St., New York



Booklets and Catalogues

Beautiful illustrations and fine printing are essential, but in 99 cases out of 100 it's the copy that really sells the goods.

A good many manufacturers overlook this fact, and the average booklet or catalogue is mighty poor reading.

We can give you the finest illustrations and printing money can buy, and at the same time add the element of salesmanship that will produce orders. We can tell your story in a new, bright, interesting and convincing way. We can take you out of your rut and make your booklet or catalogue something out of the ordinary in appearance, in interest and in selling power.

We would like to explain just what we could do for you.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

COMMERCIAL ART CRITICISM

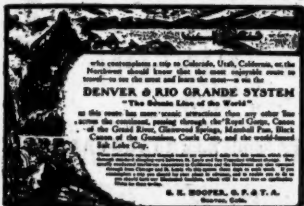
BY GEORGE ETHRIDGE, 53 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The average advertiser, no matter what his proposition is, has a natural desire to show up all its good points in the illustration he uses. If it is a machine, he wants to show the inside and outside of the thing in the same picture. If it is an overcoat, he wants to show the front and back of it with a glimpse of the lining—and all on one figure. And the man who advertises a railroad is sometimes

how little it really shows is obvious.

In No. 2 "the traveler" appears instead of details in the scenery, and he seems to be in a condition of comfort and enjoyment. This illustration is one which will print well and show up in good shape no matter how or where it is used—which is by no means an unimportant detail. It is a good thing to show the scenery through which a railroad passes—provided it is attractive scenery—but the place for that is in folders and booklets.

THE TRAVELER



No.1

equally insistent that four thousand miles of scenery be shown in one illustration.

The result of these attempts is generally unfortunate. It is hard enough to show even a small section of scenery in an advertising illustration without attempting to show a composite view of half a dozen States. This Denver & Rio



No.2

Grande System advertisement marked No. 1 is an example of this kind of ad. Just how much this illustration tried to show it would be hard to figure out—just

This E. Howard Watch Company advertisement, originally oc-

UP - TO - DATE
AMERICANS

always carry
 the E. Howard & Co.

For the past sixty years this watch has been the leading American watch. The E. Howard Watch Company has never made a cheap watch. It has always been the best, and its latest product, the 1905 Bridge Model (12 or 16 size), is a great step in advance of any watch previously made. For size, all leading powers. Our 16.75 Model shows the movement in case of selected styles with precise and technical description. It's yours for the asking. A little early, perhaps, to speak of Christmas gifts, but still, here this watch is ready.

E. HOWARD WATCH CO.
 BOSTON, MASS.

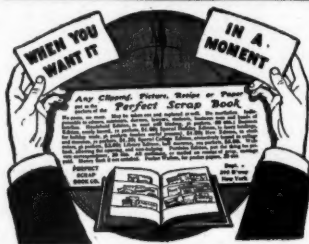
cupping a quarter page magazine space, is neatly laid out and distinctly good in general arrangement. The fact that the men shown are up-to-date Americans is open to grave doubt, and the advertisement has not enough contrast to it to make it stand out strongly. The whole thing has a gray effect unrelieved by any strong contrasts, and this dull same-

ness is even carried into the composition, the type used being a very light face and hard to read.

In order to make an advertisement either attractive or aggressive—or both—contrasts are absolutely necessary. There is not sufficient contrast in this ad to make it commendable, and the drawing of the figures is certainly not what it should be.

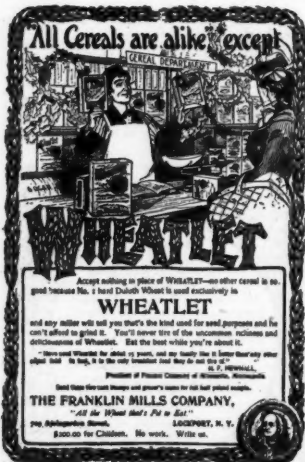
This Wheatlet advertisement occupied a full page in the magazines some time since. It is a beautiful example of useless and confusing detail. There are boxes without number, Christmas decorations, scales, books and all sorts of things that have nothing to do with the case. In this mass of useless de-

ad tells the whole story, and the illustration tells at least half of it. The unusual arrangement is sure to attract attention, and any one interested in scrap books of this



kind would be more than likely to stop and read the whole advertisement.

This ad of the Ohio Electric Works, bearing the exciting heading, "We Are Selling," makes an attempt to show four different kinds of things which "we are selling," and fails to show anything. It also gives the prices of about



tail the lady is almost lost and the grocer doesn't stand out much better. The whole advertisement looks flat and confusing. The prevailing tint is gray, and this is carried into the border and the word "Wheatlet" underneath the picture. The idea behind this advertisement is not at all a bad one, but the way it is carried out quite spoils it.

Here is a scrap book advertisement which catches the eye and tells its story at a glance. This



twenty different electrical devices and invites the reader to send for new catalogue.

If this advertiser tried to show but one of the articles advertised, he would probably not have made much of a success of it, as the

space occupied was only a quarter page. As it is, the advertisement is simply a leaf from a catalogue with an abortive attempt at illustrating it.

If a house of this kind gets any good out of its advertising in the magazines, it will be through the catalogue, and it would be much better to utilize the space in a few words of tempting descriptions as to goods and prices, and an urgent plea for requests for the catalogue.

Pictures of desk lamps and telephones are neither interesting nor convincing, and to show them in this way is simply a waste of space.

There are several lines of business in which this sort of advertising is considered to be the proper thing. One of them is the mail-order jewelry business. It is not an extraordinary thing to see a page ad in a magazine simply covered with scores of reproductions of pieces of jewelry. After these are photographed and reproduced and printed in a ten-cent magazine, the result is a very sad one. The pictures look badly and are far from being an incentive to the purchase of goods so shown. It is a hard thing to make a picture of one or two pieces of jewelry so that they will print and look well in a magazine, but when you try to show a whole jewelry store a poor result should be expected.

THE CANINE PRESS.

Chamber of Commerce of Canisteo,
New York, Oct. 22, 1904.

Editor of PRINTERS' INK:

Will you kindly supply me with the names and addresses of three or four reliable publications devoted to dogs.

Respectfully,

J. C. LATHAM, Pres.

The American Newspaper Directory for 1904 lists twenty-nine periodicals devoted to pigeons, birds, dogs, cats and pet animals. Among those especially devoted to dogs are *Dogdom* and *Dog Fancier*, both at Battle Creek, Mich., *American Kennel Gazette*, New York, *Philadelphia Dog*, Philadelphia, and *Canadian Kennel Gazette*, Ontario, Can. The only one of the above-named publications on sale with the American News Company is *Dogdom*.

IS MR. HALLOCK LACKING IN COMPREHENSION?

A. N. KELLOGG NEWSPAPER CO.,
NEW YORK, Oct. 21, 1904.

Editor of PRINTERS' INK:

"What's in a name? That which we call a rose

By any other name would smell as sweet."

I cannot comprehend why the naming of organizations, business enterprises, clubs and yachts should invariably tend to the selection of a title having no significance, or any apparent bearing upon, or characteristic of, the thing named—for example, there is an "International Brotherhood of Teamsters" here in New York, who are just now considering their regular semi-annual or quarterly proposition to strike—these individuals, as every one knows, are local in every sense of the word and "international" only in as much as most of their members may be, and probably are, of foreign origin.

However that may be, I should like very much to know to what extent the following aggregations have "international" relations: International Labor Exchange, International Promoters' Association, International Bakers' & Confectioners' Union, International Correspondence School, International Brotherhood of Electric Workers, International Sausage Casing Company, to say nothing of the *one hundred and nine international something-or-others* listed in the New York Telephone Directory.

Last, but by no means least, appears a brand new organization by name, The International Advertising Association—wherefore "International" in this case?

There is need enough right here in this country, it seems to me, for reform, not only in advertising, but in advertisers, advertising mediums and much else "touchin on and appertainin to" the business—to keep several such bodies as the "International" busy in its own territory without undertaking missionary work in other lands—therefore, wherefore, "International?"

As a matter of fact the absurd and senseless use of this word has grown out of all reasonable proportions.

It is safe to say that its employment in ninety-nine cases out of every hundred is to effect a high sounding though meaningless title.

Is it therefore most surprising that a body of wise men—such as PRINTERS' INK leads me to imagine these "International" advertising people are supposed to be—can be led by the glitter and bombast of a mere name, title or cognomen, into committing the same folly which seduced the moral rectitude of the sponsors of the "International Truck Drivers' Association" and the "International Brotherhood of Sausage Grinders."

W. W. HALLOCK.

AN effective booklet about good printing, accompanied by specimens of stationery novelties, is sent out locally by Irving K. Annable, 146 Franklin street, Boston.

SPHINX CLUB PROCEEDINGS.

The sixty-fifth dinner of the Sphinx Club, the first of the present season, was held at the Waldorf-Astoria on the evening of October 11, 1904. The first business transacted was the election of the following officers for the coming year:

President, George H. Daniels; Vice-Presidents, Frank Presbrey, Whitney Lyon, H. J. Heinz, C. W. Post and Thomas J. Barratt; Treasurer, W. H. Hallock; Secretary, Frederic James Gibson.

Executive Committee, John Adams Thayer, Chairman; E. A. Olds, Herman Lyon, H. J. Heinz, C. W. Post and Thomas J. Barratt; Treasurer, W. H. Hallock; Secretary, Frederic James Gibson. Executive Committee, John Adams Thayer, Chairman; E. A. Olds, Herman Lyon, H. J. Heinz, C. W. Post and Thomas J. Barratt; Treasurer, W. H. Hallock; Secretary, Frederic James Gibson.

A cablegram of greeting from the Sphinx Club of London, England, was read and heartily applauded. Then the topic of the evening, "Trademarks," was taken up, Elmer J. Bliss, of the Regal Shoe Company, Boston, speaking on "The Trademark as a Business Asset."

The antiquity of the trademark almost convinces me that "there is nothing new under the sun." The cattle of Jacob were distinguished from those of Laban by a mark. It was the rule of Nebuchadnezzar to have his name stamped on every brick in building palaces during his reign, which began in the year 604 B. C. A piece of china, of Chinese manufacture, bearing the factory mark, has been discovered, the date of which is said to be about 1,600 years B. C. Ancient history shows that the Hindoos, a mercantile people, had their emblematical mark of merchandise 1,300 or 1,400 years B. C. In France, as shown by a law-suit in 1390, a clothier counterfeited a better clothier's trademark, and the purchaser was entitled to sue the seller for deceit. A Frenchman writes that in 1666 the penalty for counterfeiting a trademark was six hours in the carcan—an iron collar by which the convicted man was fixed to a post. The first reported decision of the English courts, requesting a property right in a trademark, that would enable its owner to invoke the aid of the courts, was made by Lord Mansfield, Chief-Justice of England, in 1783. This was not founded upon statute but merely enabled the courts, without special legislation, to prevent the improper or fraudulent use of the trademarks of others. France enacted her present excellent trademark legislation law in 1857, and, to a greater or less extent, this law has been imitated by other nations. I shall refer to some

of the special features of this law a little later. I believe you will agree with me that the French law is as strong as the United States law is weak. The United States law was passed in 1870, revoked in 1879 and a new law made in 1881. Practically all the nations on the continent enacted trademark laws between 1857 and 1880. In 1883, representatives to twenty governments assembled in Paris to form an international union to protect industrial property, including rights of trademarks, etc. The trademark law which was enacted in 1870 by Congress was too broad in its scope, and nine years later the Supreme Court of the United States declared this law unconstitutional because it exceeded the powers of Congress by not being limited to trade with the Indians and foreign commerce. The Supreme Court ruled that Congress did not have the power to enact laws which applied to interstate commerce. As I understand that Congress has the same authority over interstate commerce that it has over international commerce, there seems to be no reason why a national trademark should not apply to interstate as well as foreign commerce. We can invoke the aid of the United States courts now only on transactions with foreign nations, and consequently foreigners are better protected than we are in this market. We have better protection in exporting goods than in selling them in the United States. The courts of this country, long before there was any legislation on the subject, recognized the inherent rights of the trader or manufacturer to the exclusive use of any symbol, device or mark that he had adopted to distinguish his goods, and it has been possible for the owner of a trademark to bring action at law for fraud and deceit and possibly secure damages for infringement. However, this involves a long and tedious process without any immediate remedy, and the only remedies provided for in the present trademark act are those of an action by law for damages or a suit in equity forbidding further infringement. The difficulty with an action at law for damages is that it does not touch the irresponsible infringer on a trademark at all. You may get your judgment, but if the infringer of the trademark has no assets that can be levied upon, it is valueless. The remedy by suit in equity for an injunction is too slow altogether, besides being very expensive. The Federal Statute enacted in 1881 is inadequate in two respects. In the first place, it affords no protection whatever to interstate commerce. To illustrate; it would be entirely possible to-day for some concern to locate in one of the many States where trademark laws are very lax, or in a big city like New York, where they have no trademark laws, and flood such State or city with inferior goods sold under a recognized and valuable trademark. Possibly you will say that you could secure an injunction against the offending party. If you have had occasion to try this, you know that it is a pretty difficult thing to do, especially if the person who ap-

appropriates your trademark has any political influence, or "a pull" with the courts. If the man who started out to steal or injure your trademark had his selling forces properly organized, he could do you untold injury before you could secure an injunction. Suppose some large competitor was unscrupulous enough to endeavor to injure your goods in any particular section of the country, or that some man wanted to make a little "easy money," what would prevent him from advertising for canvassers, and, having secured the necessary number of men, to institute a house-to-house canvass in this city and flood Greater New York with some well-known article, say Sapolio, selling it, perhaps, at half the regular price. The package and labels would be an exact fac-simile of the original. You would have to prove that the goods were counterfeit, and then you would have to get out an injunction against some one person to endeavor to stop the sale. But the damage would have been done before this could be accomplished. In the interim, several hundred thousand packages would have been sold, the goods would be inferior, and the New York market would be practically ruined for the sale of the genuine article. The entire country could be flooded in the same way, and you would have no specific remedy under the Federal Statute. You would have only the right to sue some one with no visible assets, or for an injunction, after your business had been damaged. A few States have fairly effective laws providing for the registration of trademarks and imposing penalties, both by way of action by law for damages and suits in equity for injunctions, and, in some cases, they make a willful and knowing infringement of trademarks, as in the State of Massachusetts, an offense punishable by fine, imprisonment, or both. Congress does not recognize State lines, and herein lies one of the chief difficulties to adequate protection of trademark property. While the legislature of any State may provide more or less effective remedies against the infringement of trademarks within that State, it is absolutely powerless to deal with offenses committed in other States. The Massachusetts' law is a fairly good one, because it makes even the possession, buying, selling or offering for sale of the plate, block, die, etc., which reproduces another's trademark with intent to fraudulently use the same, an offense punishable by fine, imprisonment, or both, and confiscation of the goods. It seems to me that the last is not the least important, because, by means of it, you can immediately put out of existence any unfair goods. No irresponsible schemer would be prevented from entering upon the counterfeiting of another's trademark by the mere fear of a suit for damages or a suit for injunction after he had reaped his rewards, but if he had to face the prospect of a year's imprisonment or a heavy fine for each offense, this species of robbery would present quite a different aspect. The Massachusetts law considers the counterfeiting of a trademark a mis-

demeanor, and we can not only get immediate action under this law, but it provides for certain penalties if we can secure convictions. If an offender sells counterfeit goods to twenty different concerns, we have a definite penalty for each offense. The continental countries of Europe have enacted trademark laws which are very much superior to our national laws. France and Germany make the counterfeiting of another's trademark an offense punishable by fine, imprisonment and confiscation of goods, and the offenders can be dealt with in a summary way. In France, offenders can be deprived of the right of participation in election of Tribunals, Chamber of Commerce and from consulting the Chamber of Arts, for a period not exceeding ten years. The Tribunal may order the posting up of the judgment and insert notices in newspapers, at the expense of the convicted. Penalties may be doubled on a repetition of the offense. Trademark laws on the continent provide a summary way to handle all infringing of rights, with suitable penalties, and in each country they deal thoroughly with the whole field of international and foreign commerce. Our Congress should be asked to enact a law which would apply to internal affairs as well as foreign commerce, making it a misdemeanor or crime to counterfeit another's trademark, punishable by fine, imprisonment, etc., and the court should have the power to rule whether the goods in question should be destroyed or turned over to the plaintiff, in addition to damages. Under such a law, national registration would mean a great deal to all American manufacturers and business men. A concerted effort should be made to have the individual States enact laws on similar lines. Summary action could then be taken to stop an infringement before it assumed large proportions.

Archibald Cox, a member of the New York Bar, then spoke on "The Laws of Trademarks."

If that chapter of law which deals with the preservation and perpetuation of trademarks were expunged from the book of jurisprudence, there would be no conceivable reason for advertising. I shall attempt to suggest some of the lessons of that law and how sure and well adapted it is to secure and make certain the results of your labors. The earliest commercial relations were such that any form of notice as to the origin of goods was unnecessary. The products of the miller or weaver were consumed in the neighborhood where they were produced, and good-will was simply the habit of going to a particular place to get a particular commodity. But with the increase of commercial intercourse, the reputation of the miller or weaver was extended. At a later period came the steamship and railway, and with them the use of packages, labels, marks, names and other expedients by means of which the individuality of the manufacturer was preserved and his reputation made a source of profit and good-will. It then became

apparent that, by putting the mark for which the purchaser looked upon other goods, a profit might be nefariously made. Many yielded to the temptation, and the courts were soon called upon to deal with the question "should marks of origin be protected?" and, if so, how. The answer is very plain to-day. The courts, after some years of disappointment—due largely to the misleading "cry of monopoly"—determined that marks which gave notice who was responsible for the goods should be protected. A general demand for a kind of commodity satisfying certain wants no one may claim as his. A specific demand for the article of one producer belongs to him alone. He owns it by the same title that primitive man owned the stone hammer he had fashioned—it is his creation and therefore his property. Legally speaking, so far as one introducing and popularizing his goods yields to the temptation to bid for an existing demand, he must carry with him to the end of the enterprise competitors who will share some of the benefits of his exertions. In so far as he builds up a unique demand by emphasizing his trademark, he will enjoy all the fruits of his labors. The law of copyright was not available to protect the trademark because it rests on creation and invention, and most trademarks derive their value—not from creation but from appropriation and use. And the copyright protection would expire and the mark become public property just when it became most valuable and thus defeat the objects in view. Yet to-day there is an Act of Congress, which may perhaps be regarded by some as a trap for the unwary, permitting the registration of labels under the copyright statute with whatever consequences that may entail. Until little more than a quarter of a century ago our courts were concerned with determining whether the mark before them was such that it could be held by one as his property. The lessons to be learned from decisions and statutes is that the further removed the mark is from what anyone has used or would want to use in a similar connection, the more certain it is of protection. Just as it approaches a description of some quality or characteristic of the article it contains the element of danger that it may be successfully appropriated at home, and the certainty that abroad in many countries where the only protection is based upon registration it may be used by whomsoever is so inclined. But if the trademark selected in itself is useless and has no relation to any quality or characteristic of the article, it is certain to receive abundant protection. It will be protected as property. The use of anything which to the eye or ear so closely resembles it as to be calculated (having regard to the circumstances under which the article is sold) to be confused with it by the unwary and casual purchaser will constitute an unlawful interference with that property. And the court will search the conscience of the person whose acts are complained of and

seldom fail to reach a right conclusion. Such, generally, is the substance of the rules which affect the "technical trademark" or "trademark, pure and simple," as it is usually called, which is said to be property and the subject of statutory protection in most countries of the civilized world. For those about to select a trademark it constitutes perhaps all that it is helpful to know of the law. With the expansion of commerce it became manifest that it was possible to divert an existing reputation and goodwill without making use of the technical trademark used upon the goods. It was an easy matter to simulate the salient features or name of an article which had acquired reputation so that the casual purchaser would accept the imitation as the article sought. Many forms of artifice were resorted to and used to accomplish successfully the objects of commercial piracy without crossing the artificial lines which had, perhaps, been drawn. For a time there was no remedy and it became apparent that the evil at which the law of trademarks chiefly aimed—the sale of the goods of one as those of somebody else—was not corrected: that the rule of law concerning property in trademarks was too general to correct the wrong in many cases. It is the province of equity to correct that wherein the law, by reason of its universality, is deficient. And as the abuse and consequent irritation became better defined and the demand for relief increased, it was reasoned that equity might act upon the close analogy between such cases and cases of technical trademarks. In some flagrant instances equity began to administer relief and to foreshadow the doctrine which prevails to-day. As late as 1742 Lord Hardwicke, about whose exalted reputation as a chancellor there is no room for difference of opinion, said that he knew of no precedent which would justify restraining "one trader from using the same mark as another." Almost one hundred and fifty years later, one of the judges holding a Circuit Court of the United States, made use of this language: "The interposition of a Court of Equity is frequently invoked, and always successfully, to restrain unlawful competition in trade. All practices between rivals in business which tend to engender unfair competition are odious and will be suppressed by injunction." A few months ago an English judge, in delivering judgment, said in substance: "If this case had fallen to be decided ten years ago the result would have been different," but the swing of the judicial pendulum has been very great. And the rights of a meritorious trader were accordingly sustained. The most recent and authoritative cases establish the proposition that no matter what the means employed, whether they consist of colors, the peculiar shape of package, a descriptive word, a geographical name, a man's own name, or anything else, if, in fact, having regard to all the conditions which prevail in each particular trade, one man's goods are being represented to be the goods of somebody else or so marked

as to promote mistake, confusion or fraudulent substitution, equity will interfere to correct the wrong.

In a general discussion that followed, remarks were made by Artemas Ward, Phil A. Conne, Commodore W. A. Marble and Thomas Balmer. M. Lee Starke gave an outline of the convention of the International Advertising Association at St. Louis. Among the guests of the club was Thomas Beecham, of the famous English proprietary house, who is also Mayor of St. Helen's, England. He expressed his pleasure at dining with the Spinx Club, after an absence from New York of two years.

The next dinner is scheduled for Tuesday, November 8, at the Waldorf-Astoria, when the club will have its first Ladies' Night this season.

A RETAIL AD-SCHOOL.

821 Chestnut Street,
St. Louis, Mo., Oct. 20, 1904.

Editor of PRINTERS' INK:

The writer is about to establish a school devoted solely to retail advertising. It will be different from all other schools of advertising in existence as it will confine itself to one field alone—that of retail advertising.

The practical advertising experience of the writer—over twelve years a retail advertiser for such famous firms as Jordan Marsh & Co., Boston; Bloomingdale Bros., New York; Brill Bros., New York; etc.—mean that the instructions will be practical.

The writer is also the author of "Successful Advertising—How to Accomplish It"—the most widely known and best selling book on advertising ever issued.

Enclosed you will find copies of letters speaking favorably of my School of Retail Advertising, from Mr. P. A. Conne of Saks & Co., New York, and Mr. M. Lee Starke of The Derrick Agency, New York.

A similar expression of views—for advertising purposes—will be gratefully received by,

Yours sincerely,
J. ANGUS MACDONALD.

So we are to have another species of ad-schools. One has already played out. The Little Schoolmaster will be glad to say something about Mr. MacDonald's school after there is a school. PRINTERS' INK likes to indorse movements which are calculated to really improve advertising, but does not believe in recklessly indorsing anything and everything that comes along.

WINTER cruises to the Mediterranean and Orient are enumerated in a tasteful booklet from Frank H. Clark's tourist agency, 113 Broadway, New York.

SUBWAY ADVERTISING.

RAND DRILL COMPANY,
128 Broadway,
New York, Oct. 20, 1904.

Editor of PRINTERS' INK:

I have just read an article in PRINTERS' INK of October 19th, entitled, "The Subway Advertising." The article is interesting and in the main correct. As I, however, suggested to Mr. Belmont the advisability of having the Interborough Company organize its own advertising department, and worked out the general plans and submitted the figures and estimates, I naturally wish to correct an error which might diminish to a great extent, the authenticity of your article.

You say that the estimator "had calculated that the Subway could clear \$800,000 by operating its own advertising service." The point to correct is that the Subway and Elevated Roads combined, in other words, the Interborough Rapid Transit Co., could average approximately that figure, including revenue from station posters, newsstands, slot machines, etc. and not the Subway alone.

Yours very truly,
R. P. KOBBE, Adv. Mgr.

A CORRECTION.

MAXWELL ELIOT & MOORE,
Specialists in Advertising for Wholesale
& Retail Drapery Trades Exclusively.
57 Saint Paul's Churchyard,
LONDON, E. C., Oct. 14, 1904.

Editor of PRINTERS' INK:

We notice in several advertising publications among others, PRINTERS' INK, page 4, Sept. 28, 1904, that the Paul E. Derrick Advertising Agency will manage or will continue to manage the advertising, among other accounts of Weingarten's W. B. Corsets. We do not know why this statement should be made, as the Paul E. Derrick Advertising Agency has not had the advertising business in Europe of the W. B. Corsets since January, 1904, close upon a year, and your usually well-informed and accurate publication has in this matter been lead astray.

We trust you will see that this is omitted in any further notices regarding the Paul E. Derrick Agency, and if you wish any corroboration of our statement, you can easily get it by referring to Messrs Weingarten Brothers, of Broadway, New York.

Yours faithfully,
MAXWELL ELIOT & MOORE.

A ROSY VIEW.

EAST ORANGE, Oct. 20, 1904.

Editor of PRINTERS' INK:

Your leading valuable advertising journal should, at \$2 per year, certainly and this year, secure at least say 50,000 subscribers.

At \$5 its circulation must be limited. With the larger circulation must follow increased patronage for its advertising columns, at increased rates.

Sincerely,
JOHN C. DEWEY.

Assisting the Retailer

The practice of wholesalers to assist retailers in the advertising and sale of staple goods is followed more and more by those firms who have a clear conception of the value of publicity. They frequently find, however, that the apathy and lack of true understanding of advertising on the part of the retailer nullifies to a certain extent, and often to a very large one, the best laid plans—plans which can only be successfully consummated if every link in the chain is helping to lift. Many large concerns have this experience and a considerable percentage of their expenditure is practically lost.

Advertising is a matter of growth and development with every business, be it large or small. Retailers must be educated to it, and they must be taught how to use this business force. There is no better way to teach the retailer the value of advertising but to have him read **PRINTERS' INK**, the journal for advertisers, which no business man ever read without becoming a better business man for doing so. To large firms it is recommended that they subscribe for **PRINTERS' INK** for such a number of copies as they may need after having made a survey of the list of retailers with whom they deal. They may try a certain section of the country or a single State, as they may choose. Their traveling salesmen may be able to submit to them a list of the most enterprising retailers they visit on their routes, and thus the plan may be tried under the most favorable auspices. The reading of **PRINTERS' INK** will gradually teach the retailer what advertising means and the outlay for the yearly subscriptions will likely pay well. It will reduce the percentage of waste in the outlay of the total advertising appropriation spent for the purpose to assist retailers in their publicity, and it will quite likely produce just the results hoped for.

* * *

Wholesalers and manufacturers who are interested in this suggestion may apply for the club rates offered by the Little Schoolmaster from now until December 31, 1904.

Is the Subscription Price of PRINTERS' INK TOO HIGH?

The Little Schoolmaster is often assured that its annual subscription price of **Five Dollars** is too high for the average subscriber. It is argued that PRINTERS' INK could gain subscribers in larger numbers were the price reduced—especially so among the smaller merchants and young men and women who interest themselves in the art of advertising.

It should be borne in mind that the production of a weekly journal like PRINTERS' INK involves a good deal of expense, and while there are those who would be willing to pay even a higher price annually than is charged now, it is probably equally true that to many the present price appears as a tax which they think too high.

PRINTERS' INK is willing to give this question a practical test. From this day until December 31, 1904, the annual subscription price to PRINTERS' INK is reduced to

\$2.00 CASH

and hence annual subscriptions may be had for that price for any number of years, **if prepaid** on or before December 31, 1904. Trial subscriptions for six months will be accepted for **One Dollar** within the same time limit.

Present subscribers may extend their subscriptions at the above rate (\$2.00 per year) for any length of time they care to prepay for Now.

Large firms, publishers and proprietors of advertising schools, who wish to subscribe for the Little Schoolmaster for the benefit of retailers, local advertisers and pupils, may communicate with the business manager of "Printers' Ink" for special club rates.

Here is an opportunity to secure the best advertising journal in the world which no man or firm or newspaper publisher can afford to overlook. PRINTERS' INK educates and develops advertisers, and no single factor in this country has done so much as the Little Schoolmaster to make American advertising what it is to-day.

TO CANVASSERS:

Canvassers who wish to take up the subscription sales of PRINTERS' INK at the above rates will be allowed 50 per cent commission on every paid-in-advance order they send in, either annual or semi-annual. And above the commission stated the following inducements are offered: Cash prizes as below will be paid on January 10, 1905, to the canvassers who have sent in the largest number of annual paid-in-advance subscriptions.

\$100 for the largest number. **\$75** for the second largest number. **\$50** for the third largest number. **\$25** for the fourth largest number.

A canvasser is any person who takes the work in hand and sends in the cash for not less than three subscriptions, minus the 50 per cent commission.

This offer is only good for the time stated and no longer.

Address, with check,

CHAS. J. ZINCO, Business Manager,
"Printers' Ink," 10 Spruce Street, New York.

September 28, 1904.

The Door Is Open

In ONE
MILLION

• And a
QUARTER
HOMES

each and every
month to those
who use the
advertising
columns of

COMFORT

¶ Ninety per cent of goods sold are bought by women, or the sale of them is influenced by women.

¶ Ninety per cent of the readers of COMFORT are women.

¶ It is the women who have made the Mail Order business profitable, and it is the women who now support it.

¶ If you want to reach the women, and through the women the other members of the home, the paper to use is COMFORT.

¶ Ask any Advertising Agent about COMFORT, or write

W. H. GANNETT, Publisher, Inc.
AUGUSTA, MAINE

New York: 707 Temple Court. Chicago: 1635 Marquette Bldg.

